

# PRINTERS' INK

Registered U. S. Patent Office  
A JOURNAL FOR ADVERTISERS  
185 Madison Avenue, New York City



VOL. CXLII, No. 8 NEW YORK, FEBRUARY 23, 1928

10c A COPY

B. A. I. S. 1927 with N. W. Ayer & Son

## *This is Confidential*

HOSPITALITY still lives. Libations are still poured. Pasties, puddings and cakes still lure the unwary to their undoing.



Our client, Canada Dry Ginger Ale, Incorporated, are sole distributors of a product that joyously joins the conspiracy against slim waist lines. It is *Sumoro Orange*—orange juice, concentrated, sweetened and bottled ready to use.

To stimulate interest in this product we have staged a prize contest designed to reveal the secrets of those who make entertainment an art—the art that sparkles in a glass, the more solid entertainment that makes the women guests exclaim, "Please tell me how you do it."

The contest is yet to finish its course, but returns indicate that the judgment of a Solomon will be necessary to sift the winners from the many inviting formulas and recipes submitted. Future *Sumoro* advertising, divulging the secrets of the experts, holds the promise of many delightful disclosures.

## N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO



## Copies or "Coverage"?

The Standard Farm Papers are non-duplicating, non-competing mediums, each covering a separate and distinct field—altogether 1,500,000 SEPARATE *farm* homes.

Moreover each paper has a special meaning and interest to its readers, because it is edited for a definite specific group of farm homes, and serves them by personal contact as well as by letter and in the editorial columns.

**When you use the Standard Farm Papers you are sure of reaching the *number* of homes represented by the *total* circulation—1,500,000.**

When you use a group of duplicating mediums *competing* in the attempt to interest alike the farmer in Maine, the farmer in Texas, the Dairy Farmer, the Breeder and all other kinds of farmers, you buy a *large volume* of copies, yes—but how much *coverage*?

Several copies in thousands of homes but the question is, *how many homes*?

***With these Standard Farm Papers you get focused local prestige and selling power where it counts most.***

The Farmer, St. Paul  
The Wisconsin Agriculturist  
The Breeder's Gazette  
The American Agriculturist  
The Progressive Farmer

Wallaces' Farmer  
Hoard's Dairyman  
The Nebraska Farmer  
The Pacific Rural Press  
The Prairie Farmer

## THE STANDARD FARM PAPERS

WALLACE C. RICHARDSON, Gen'l Manager

Chicago

New York

Courtney D. Freeman, Western Mgr.

Willard B. Downing, Eastern Mgr.

307 North Michigan Ave.

250 Park Ave.

San Francisco, Kohl Bldg.

**AND Remember—We have no News-stand sales.**

# PRINTERS' INK

*Registered U. S. Patent Office*

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VOL. CXLII

NEW YORK, FEBRUARY 23, 1928

No. 8

## "99 Cents Is a Cut"

Armand Will Not Sell to a Dealer Who Cuts Even One Cent on a Dollar Seller

An interview by Charles G. Muller with

**Carl Weeks**

President, The Armand Company

"IN 1915 we made our first sale. Today we are still in business, selling at exactly the same price and under exactly the same resale conditions we inaugurated thirteen years ago. Our policy has never varied. Yet our present distribution is through practically every drug store in the United States—a field of retailing in which price cutting is rampant. We do not sell to mutual jobbing houses, yet the individual store members of such groups are our direct customers. To us and to all our dealers a cut of 1 cent on a dollar seller is a cut, and there are no cuts."

This summary of thirteen years experience with a single merchandising policy that has been strictly adhered to is convincing proof that dealers will co-operate with the manufacturer who knows how to work with them. Because Carl Weeks, president of The Armand Company, who is the executive quoted in the above paragraph, has had such outstanding success in his merchandising relations with 45,000 dealers over the country, PRINTERS' INK asked him to outline his methods.

According to Mr. Weeks, who had a long experience behind his own retail drug counter: "When the Armand business began I decided that if a manufacturer were to bring out a fair proposition, divide his profits with the retailer and tell the retailer what he had done, give him better merchandise than he was able to get from anywhere else, spend less on adver-

tising and expect more help from the retailer and his clerks, the manufacturer would not be disappointed. And I have not been.

"Another thought that occurred to me was this—if I make it possible for the retailer to enjoy a splendid profit on Armand Powder and he doesn't intend to keep that profit, why should I ever have allowed it in the first place? So with the first box that went out, and with every box that goes out now, there is a fair resale price suggested on the package.

"We never have sold and we never will sell our merchandise to anyone who intentionally disregards that suggested price. We feel that to combine Armand with something else on a 1-cent sale or to advertise it at a cut price is, on our merchandise, an unsocial act, unfair to us, unfair to the consumer and an unfriendly act toward others in the retail business who have to make their living, or a part of their living, from the sale of toilet goods.

"Formally expressed to the trade, the Armand merchandising policy is this: (1) The Armand business is founded and built upon two fundamental principles, to wit: first, highest attainable quality of product, and second, absolute and unquestioned fairness and justice in all relations with customers, both trade and consumer. (2) In the interest of fairness and justice to all concerned, The Armand Company suggests fair resale prices for Armand products and declines

to sell to dealers who do not charge them. Likewise, the company declines to sell to dealers who pursue any other unfair trade practice in merchandising Armand products. Sales once made are, however, absolute and unconditional.

"To this we add that The Armand Company is pleased to include free goods as an evidence of its appreciation of the buyer's continued and active interest in the merchandising of Armand products. They are a generous dividend upon a valued investment of good-will in the Armand business.

"Orders are accepted in consideration of the promise made, that should the purchaser at any time desire to sell any or all of his stock of Armand products other than at retail and within his own store or stores, or through a transfer of his entire business, he will first offer to sell them to The Armand Company at the original cost to him."

How strictly the company has always held to the policy was humorously told by Ralph Morris, of Chicago, at a gathering of Armand workers. Morris, now one of the oldest salesmen on the staff, had not long been selling for the company when he found himself in need of \$300. He spoke to someone about a loan, but the next day called on a mail-order house and booked an order for \$10,000 worth of merchandise. At 15 per cent for new orders, this bill of goods was worth \$1,500, and Morris raced to the telephone to explain that the \$300 loan was no longer needed.

Two days later, however, there came a wire from Carl Weeks for the salesman to get on a train and report at Des Moines to learn the Armand merchandising policy. And when he returned to Chicago he had the big order in his pocket with instructions to spend a dime carfare and take it back. Morris was still able to borrow the \$300.

"Just as you can't give business a shove and expect it to go on running indefinitely, neither can you publish a policy and expect printer's ink to take the place of

hard work and good intentions," Mr. Weeks explains in elaborating on the development of his plan. "If for thirteen years every dollar that the druggist has put into Armand has come back to him in the shape of \$2, it is due, in the first place, to the fact that our merchandise suits women and, in the second place, because we have steadfastly refused to have any dealings with those who, for one reason or another, did not see fit to accept our suggestions as to fair resale prices.

"We have accepted the ruling that it is the manufacturer's own job to see that his merchandise is sold at a fair resale price, and we have done this job chiefly, I should say, by making the difference between the price the dealer pays for the goods and the maintained price equal a fair and living profit.

"We have figured that if his overhead is 30 per cent and he makes the marvelous sum of  $3\frac{1}{2}$  cents net on an \$8 per dozen item on a suggested price of a dollar, the dealer will be a long time getting rich. Our plan has been to give him a dollar return gross on every dollar invested. The price of Armand merchandise is \$2, \$4 and \$8 per dozen with one-fourth dozen free goods, and suggested resale prices 25 cents, 50 cents and \$1—not a free goods offer two months out of twelve, but a policy of *living profit 365 days out of every year.*"

#### MONTHLY LETTERS

The Armand Company mails monthly letters and also sends out to its 45,000 druggists a broadside that is published three or four times a year. In these messages the policy is repeated and repeated, and one of the most effective ways to illustrate how fully the company discusses its policy and how attractively it merchandises it to the dealer so that he can appreciate it and also use it to influence his own customers is to quote in full Carl Weeks' "Sincere Reply to a Well-Meaning Woman." This woman wrote to The Armand Company that she and several friends

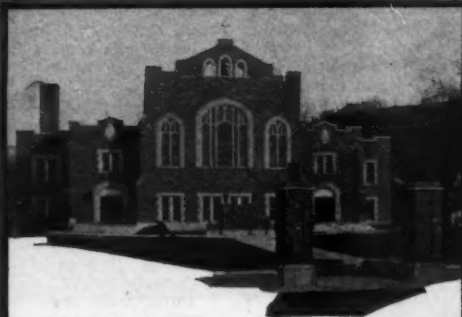


THE VOICE OF



VILLAGE AMERICA

*What Makes Christian Herald?*



*The*  
**CHURCH PLANNING  
BUREAU**

A splendid example of "What Makes Christian Herald" is the Church Planning Bureau, under the direction of Mr. Rudolph Blatter—specialist in church architecture.

This bureau enjoys the cooperation of National Denominational Architectural Boards and is in a position to offer its readers a complete service in church planning and to exert a real influence on church building.

**Christian Herald**

Bible House, New York  
Graham Patterson, *Publisher*

had stopped buying Armand powder because they could not get it at a discount. She cited several personal experiences in retail stores and gave it as her opinion that the company would not continue to grow if it insisted on a \$1 price over the counter.

Carl Weeks answered this letter so as to build even stronger the good-will of his druggist customers, in this way:

"I have read with intense interest your letter. I feel that in taking the time to write me this letter you have performed a very great service to The Armand Company because you asked questions which doubtless have occurred to other women and to which I here make reply.

"I have an idea that the druggists on whom you called are not familiar with the legal phases of the subject known in trade as 'price maintenance or resale prices.'

"Our factory is located in Iowa. When we ship merchandise to New York we are operating between States and our business properly comes under the supervision of the Federal Trade Commission. It is our aim and intent to conduct this business strictly in conformity with the laws of the land, within our rights and along lines that we believe will make for a long-lived business, performing a service to the consumer, the retailer, and so as eventually to result in profit and satisfaction to ourselves.

"Let us make this clear. Any retail druggist in the United States can sell you Armand powder at any price he pleases. It is, however, entirely true that if we discover that a dealer sells Armand powder for even one cent more or less than the price we print upon the package, we then decline to sell him because we consider that unfair treatment of our merchandise.

"If no druggist had ever sold you Armand powder for less than \$1, I venture that you and your friends would always willingly have paid \$1 therefor. You have proved that when one druggist sells it for less, he thereby puts doubt in your mind as to what a

right and proper charge for Armand might be. If you had made your first purchase for 49 cents, then you would have concluded that every druggist who aimed to charge you more than 49 cents was profiteering, when, in fact, he is not.

"I do not know whether you have ever thought about it or not, but I wish to tell you this truth. When a man rents a building and puts a stock of drug store merchandise into it, hires a clerk, pays for his light, heat, water and other expenses, those expenses amount to 30 cents out of every dollar that he takes in. If, as in the case of most dollar powders, they cost him 75 cents and he sells them for 79 cents, he has truly made a loss of several cents. That loss must be made up somewhere at some time, or he cannot stay in business. I furthermore state that it is a notorious fact, generally known throughout the drug trade, that prices are cut, usually not in the interest of the customer, but in the interest of the dealer and to get trade into the store. If all merchandise handled by drug stores were to be sold upon that basis, drug stores within the United States would become extinct, because they cannot exist without a fair profit.

#### A FAIR PROFIT

"In our business we go a step further. We have noticed that all merchandise sold at cut prices is short lived. We wish to build a business which will remain and serve and satisfy women for many years to come. We do give the retailer a fair profit on our merchandise. We feel that for his service in buying it, in carrying it in stock, in having it ready for your convenience when you call, he is entitled to certain profit, just as you, if you work, are entitled to a fair, honest living wage. The difference between what merchandise costs the retailer and what he sells it for, less the cost of running his store, is his wages, and I believe that it should be a generous and honest wage, and he

*(Continued on page 166)*



## His O.K. means a sale

No! This is not mother picking out a belt for "Dicky."

It is Richard Lamberth, fashion advisor to his family, helping mother select a surcingle for his daddy.

And Richard is no weak sister specializing in sartorial flemmididdles. He swings a mean hockey stick, can drive the pill 275 per smack, and has a reputation with the eight-ounce gloves for getting his man.

Nor is Dick unique. He is typical of the near-men of this day and generation. You'll find

they have considerable say-so on things their families buy.

The new omnibus probably was one the boy rooted for. A lot of agile argument persuaded Pop to install the oil burner. Even new home furnishings appear, the product of the boy's diplomatic raspberries.

THE AMERICAN BOY goes to half a million sons of families. 80 per cent of them are of high school age—men in everything but years. Give these fellows the facts about your merchandise. Win them, and they'll sell the idea to the controller of the purse strings.

Copy received by April 10th will appear in June.

*The* **American Boy**  
Detroit Michigan





*Wins*

*This book makes it possible  
to rate markets for specific  
products accurately and  
quickly on the basis of  
actual retail distribution*

*Bok Award*

*for advertising research*

THE annual prize for the most notable contribution to research in advertising, offered by the Harvard Graduate School of Business Administration through the generosity of Edward W. Bok, was awarded for the past year to the J. Walter Thompson Company for its new book "Retail Shopping Areas."

The J. Walter Thompson Company regretted that it felt unable to enter its work for the awards on advertising campaigns.



The regulation calling for permanent deposit of all submitted material made this impossible.

### *A true basis for quotas*

"Retail Shopping Areas" gives a detailed picture of distribution in the United States. It is a modern instrument for quota-making and sales-checking—a time-saving, practical book that will help its users to *increase sales*.

This book is a mine of organized information. It lists the 683 actual shopping areas of the United States according to the size of the centers. It gives many details about them all, in convenient tables. It includes the time-saving summary for quota work. It lists over 3,000 counties by states and names all incorporated places.

"Retail Shopping Areas" tells the location of all important department stores. It gives seven bases for sales quotas by states. It groups these seven state indexes in three groups according to the number of taxable personal incomes.

### *Organized graphically*

Detailed state maps in "Retail Shopping Areas" and two large United States maps, all in colors, put clearly before the reader information never before available.

Copies of this book may be obtained from the J. Walter Thompson Company, 420 Lexington Avenue (Room 1100), New York, N. Y. The price is \$10.00 a copy.

## J. WALTER THOMPSON COMPANY

NEW YORK BOSTON CHICAGO CINCINNATI  
SAN FRANCISCO LONDON PARIS BERLIN ANTWERP  
MADRID COPENHAGEN STOCKHOLM ALEXANDRIA



## Some Favorable Testimony for Testimonial Copy

This Retailer's Institutional Campaign Was Built on Statements from Patrons Which Did Not Even Mention the Advertiser

By Bernard A. Grimes

**T**ESTIMONIAL copy, because of the abuse to which it is being subjected, needs a word spoken in its behalf. Let those who exaggerate and cleverly misrepresent facts in using this type of advertising profit by a description of the use of the testimonial appeal by a St. Louis retailer.

This retailer, the Rothschild-Greenfield Company, made testimonial copy the backbone of a six-week newspaper campaign which had for its purpose the building of the store's prestige. The company shrewdly avoided the practices which have brought the testimonial into its present state of ill-repute.

Skeptics could not point accusing fingers and infer that the testimonials went to the highest bidder. Nor could it very well be intimated that the recommendations came from those who never had used the retailer's services until they were approached with an opportunity for free publicity. In character and in what they had to say, the store's customers were above such reproach. They are leading business men of the city, a fact which lent a strong element of news to their appearance on the advertising pages.

What was said, in every case, might have been used to advantage by any of the store's competitors for the recommendations applied to the services of an industry. They emphasized the value of dressing well as an aid both in social and business life. Not one testimonial carried mention of the retailer's name.

Neither was there to be noticed any forced effort to trade upon the reputations of those whose prestige was used in the work of attracting public attention to the Rothschild-Greenfield Company. A

brief sentence would record the fact that the individual featured had been a valued patron for many years and, in two instances, even this tie-up was omitted.

Each advertisement occupied full-page space. The series ran for six weeks with once-a-week insertions. The copy was uniform in style, each layout including a picture of the prominent customer, alongside of which was printed his testimonial, followed by his penned signature. Beneath both the picture and the statement there was given a brief history of the individual.

A description of the advertisement featuring John G. Lonsdale, president, National Bank of Commerce, is representative of the series. In each advertisement, the portrait of the man featured has a background that is symbolic of his career. Under the heading, "Good Clothes Are a Badge of Authority You Bestow Upon Yourself," Mr. Lonsdale says:

I am continually seeing young men busily engaged in their daily tasks. Usually the fellow that moves sure-footedly and seems to be getting somewhere knowingly, is well dressed. His carefully chosen clothes give his manner impressiveness, clothe him with confidence, so to speak. The reason is not difficult to find. The parallel may be found in the brilliant man who cannot put his thoughts into words. One has to know such a man intimately to appreciate him. Many young business men likewise hide their light under a bushel by unattractive appearance. Ambitious young men should learn that dressing well is an effective means of drawing the attention of superiors.

It might be argued that this statement does not constitute a testimonial. Concessions might be made if it could be proved that no other merchant could appropriate the statement, a protection which the advertiser has secured by copyrighting each advertisement. Most important in the



# 93% of our 230,000 circulation is HOME DELIVERED

Street and newsstand sales account for less than 7% of the circulation of The Des Moines Register and Tribune—93% of our readers get their copies at their homes—regularly day after day.

An organization of 25 branches with 375 carriers serves Des Moines. Subscribers two, three or four hours from Des Moines are served by the same type of dependable carrier delivery as the city resident.

Farm readers are served by our motor service and by R. F. D. In 1927 readers paid more than two million dollars for subscriptions to The Des Moines Register and Tribune.



value of this testimonial is the fact that it does not suggest a selfish motive. Mr. Lonsdale offers to young men the benefit of his experience and observation. They do not necessarily have to go to Rothschild-Greenfield to act on it.

More powerful than a command to do thus and so, or to use only Smith & Jones' product if you would be successful or happy, is a believable, unselfish statement which appeals to the good sense of the public. This is the principle followed by Rothschild-Greenfield. Through association of ideas, this advertiser links up the testimonial with its store, confident that if the advice is acceptable, those who act on it will follow the lead of the advisor and become one of its patrons.

The St. Louis store is the sixth in a chain which has been under the management of the Rothschild family for seventy-three years. Operated for seventeen years by the Greenfield interest, with which Rothschild has become associated, these stores have won a reputation in St. Louis. It was desired to enhance this reputation, to give the new store as much substantiality and background as that enjoyed by the other stores.

Care was taken, according to L. S. Rothschild, to avoid any impression that the store was just another where men could buy wearing apparel. Instead, the campaign was planned to make the public think of the store as an institution catering to the needs of well-dressed men. A search of its list of patrons revealed the names of customers prominent in the city, and this information led to the testimonial series.

#### Pickuss-Weiss Agency Changes Name

The corporate name of Pickuss-Weiss, Inc., Chicago advertising agency, has been changed to the Edward H. Weiss Company. Edward H. Weiss is president, George H. Snyder, treasurer and general manager, Allan S. Becker, copy chief and Myron I. Voss, space buyer.

The Karas Electric Company, Chicago, manufacturer of radio apparatus, has placed its advertising account with the Weiss company. Newspapers, magazines and trade papers will be used.

#### C. F. McCahill, Vice-President, New York "American"

Charles F. McCahill has been made vice-president and assistant publisher of the New York *American*. He will have charge of the advertising department. For the last three years he has been publisher of the Rochester, N. Y., *Journal-American*.

He has also been regional director of the Hearst papers at Albany, Syracuse and Rochester, all of New York. At one time he was with Verree & Conklin, Inc., publishers' representative.

#### Joseph Mills Joins American Maize Sales Corporation

Joseph Mills, sales promotion manager of the Three In One Oil Company, New York, will join the American Maize Sales Corporation at that city as sales manager of the Don Amaizo package goods. His appointment takes effect March 1. He was, at one time, with the American-Ammon Company, New York.

#### Griffin Shoe Polish Account to Peck Agency

The Griffin Manufacturing Company, Inc., New York, has appointed the Peck Advertising Agency, Inc., also of New York, to direct the advertising of Griffin shoe polishes and Griffin lotion cream. Newspapers, car cards and outdoor advertising will be used.

#### Atlanta Office for Kelly- Smith & Company

Kelly-Smith & Company, publishers' representatives, will establish Southern headquarters at Atlanta on March 1. Joel Chandler Harris, Jr., will be manager. For eight years, he has been in charge of the Atlanta office of the S. C. Beckwith Special Agency.

#### Murray Corporation Advances John McArdle

John McArdle has been made assistant to the president of the Murray Corporation of America, Detroit, in charge of advertising, sales promotion and bus body sales. He joined the corporation in November of last year.

#### J. Walter Thompson Transfers Gordon Aymar

Gordon Aymar, of the New York office of the J. Walter Thompson Company, sailed last week to do some work in the foreign offices of the company. His headquarters will be at London.

#### "Forum" Appoints Blanchard- Nichols-Coleman

The *Forum*, New York, has appointed Blanchard-Nichols-Coleman, publishers' representatives, as its advertising representatives in the Midwest.

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*Read by More Than Four Out of Five Milwaukee Families*

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# Maximum Sales For Your Product

**W**ITH a total volume of 9,285,330 lines of paid local display advertising printed during 1927, The Milwaukee Journal led the second Milwaukee paper by 3,937,108 lines and the third paper by 5,320,271 lines!

Advertisers in all classifications concentrate in The Journal for maximum sales at the lowest possible cost in the prosperous Milwaukee-Wisconsin market—first in diversity of industries and first in value of dairy products!

## THE MILWAUKEE JOURNAL

**FIRST BY MERIT**

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*Three Quarters of a Million Readers Every Day!*

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**SPEED!** Adventure on silver wings outraces the sun. The whirring blades of commerce annihilate time and distance. Swift couriers of every modern enterprise follow the wind-roads to the ends of the earth. And the song that sings on wing and strut and aileron is speed—speed—speed—the motif of the new age, the tempo of the new world symphony.

## THE CHICAGO DAILY NEWS

Chicago's Home Newspaper

ADVERTISING REPRESENTATIVES

NEW YORK  
J. B. Woodward  
110 E. 42d St.

CHICAGO  
Woodward & Lothrop  
360 N. Michigan Ave.  
DETROIT  
Woodward & Lothrop  
108 Fine

MEMBER OF THE 100,000 CLUB



OR the swift transaction of every news and business enterprise The Chicago Daily News has purchased and placed at the disposal of its various departments a modern airplane.

Shirley J. Short, named by the International League of Aviators as the airman rendering the world's most valuable service in 1926, winner of the world-famous Harmon trophy, has been engaged as staff pilot.

Plane and pilot, augmenting the communication facilities of The Daily News, will assist in further developing that efficiency and dispatch in the collection and dissemination of the news which has always been typical of

# CHICAGO DAILY NEWS

Home Newspaper

## REPRESENTATIVES

DETROIT  
Woodward & Kelly  
408 Fine Arts Bldg.

SAN FRANCISCO  
C. Geo. Krogness  
253 First National Bank Bldg.

GROUP OF AMERICAN CITIES



# 25% More Hogs on Oklahoma Farms Today

There are 1,104,000 hogs on farms in Oklahoma today . . . an increase of 221,000 over a year ago and 368,000 more than on January 1, 1926!

Oklahoma farmers have bred, or intend to breed, 25% more sows for spring farrowing in 1928 than were farrowed in the spring of 1927!

To profitably raise this increased number of hogs, Oklahoma farmers will make added expenditures this year for feeds, hog houses and other necessities for successful hog raising. Manufacturers of such products can add to their sales volume . . . and profits . . . by the use of The Oklahoma Farmer-Stockman, Oklahoma's only farm paper.

178,428 Copies Each Issue

*Carl Williams*  
Editor

**The OKLAHOMA  
FARMER-STOCKMAN**  
Oklahoma City

*Ralph Miller*  
Adm. Mgr.

Published by THE OKLAHOMA PUBLISHING COMPANY  
THE DAILY OKLAHOMAN and OKLAHOMA CITY TIMES

Represented by E. KATZ SPECIAL ADVERTISING AGENCY

New York Chicago Detroit Kansas City Atlanta San Francisco

# 150 Consumers Out of a Job

When Better Machines Take the Place of Men, What Happens to Purchasing Power?

By Roy Dickinson

THE unemployment situation is beginning to interest the public and also the legislators. On February 15, Senator Wagner of New York introduced in the U. S. Senate a resolution which would call upon the Secretary of Labor for a report on the extent of unemployment in the United States, and for suggestions as to a method whereby periodic reports on the subject should be made available in the future.

Senator Wagner's resolution points out that it is essential to the intelligent conduct of private and public business enterprises and to the proper timing of the inauguration of public works by the Federal Government to have accurate statistics of unemployment compiled at frequent intervals.

In the January 26 issue, *PRINTERS' INK* carried an interesting and important statement by Ethelbert Stewart, Commissioner of the Bureau of Labor Statistics, United States Department of Labor, in which he pointed out the difficulties of keeping complete records of unemployment in our country. He also indicated that other countries which attempt to keep accurate figures upon this important phase of industrial life are not always accurate in their estimates. The Commissioner's conclusions were that the only way to determine the facts in this country would be to include unemployment statistics as an integral part of the census, and then to publish what the returns reveal. Perhaps Senator Wagner has this in mind in his resolution and hopes to discover a way by which the census may be taken more often.

However, Mr. Stewart also pointed out in his *PRINTERS' INK* statement that the census takers of 1910 did look into unemployment and received returns as to the number of men out of work

on the day the census was taken. The Census Bureau at that time, however, refused to publish the results, notwithstanding that pressure was brought by such organizations as the American Economic Association, the American Federation of Labor, and several Government departments.

Chester Wright, of the American Federation of Labor, in *PRINTERS' INK* of February 2, commented in an interesting fashion upon Mr. Stewart's statement. He pointed out that the unemployment of unemployable people, or those partially unemployable will be here for a long time to come and has been with us beyond the memory of man and beyond his written record. *Acute* unemployment, he pointed out, is a different matter and we are continuously learning how to lower that scourge which sends millions into the streets afraid of tomorrow, hungry and naturally unable to purchase the products which other workers produce. As Mr. Wright said: "It is when the army of steady workers is out of work that the machinery begins to back up all along the line, one wave leading to another. It is then that factories stop making things because people stop buying things either because their income has stopped or because they fear it will stop."

It was his contention that if unemployment figures are to be secured, let them be statistics about acute unemployment, and about the unemployment at any time of men who have, up to that time, had continuous employment.

The whole question of unemployment which is now receiving so much attention is naturally one of interest to all men engaged in making, distributing and selling merchandise of any sort. Where business men and economists used to think unemployment was the

result of over-production, there is now the general view that it is usually a symptom of under-consumption, which is another word for faulty distribution. Advertising has contributed a very important share to this change of viewpoint. It also has stimulated consumption largely through setting up goals of desire for workers who previously were content with a lower standard of living.

There are many new angles on the whole question which are thought-provoking and worthy of the best attention of economists and business men of all kinds including, most decidedly, those men whose business it is to distribute, sell and advertise merchandise. One of these angles is the amazing growth of inventive genius in machinery. A machine was recently put into operation which replaced 150 men. A machine like that directly affects 750 persons, taking the ratio of five persons to a family.

When we speak of the production of new machinery we are speaking not of an abstract quantity, but of things to eat, things to wear, things to use. When we speak also of replacing 150 men it is logical to ask what becomes of those men who are replaced by the new machine. Do they find other work almost immediately? Are they permanently put upon the list of non-producers and therefore, non-consumers? Is the English scientist who suggested that we should make no more inventions for a while on the right track? Whole volumes could be written upon questions such as these. Let us take a quick look at some of the clearest thoughts on the subject.

Secretary of Labor James J. Davis, in an address delivered on February 13 before the convention of the Marine Engineers' Association, at Washington, pointed out a possible solution to this problem which is decidedly interesting. "As we go on inventing new machines for speed," said the Secretary, "we must also invent new industries for the safety of our workers. Speed and safety

are meant to correlate, not to destroy each other."

Secretary Davis pointed out that we have discovered a brand new industrial worry the consequences of which we did not foresee in our earlier days of rejoicing. "I refer," he said, "to labor-saving machinery which despite its wonderful efficiency and its energy-saving virtues is beginning to load us down with increasing unemployment." He painted a picture of a growing line of job seekers, trained men, many of them middle-aged men of experience who had always been among the ranks of trained producers who have been forced away from their trades and vocations by the growing inventive genius of the makers of machines. "We were not prepared to take care of the men who are displaced," said the Secretary. "We were highly gleeful when our new machine did the work of twenty men, but we had no places for the nineteen whom the machine's processes turned out into the open world with the necessity of beginning all over again." And then he said something which is of great interest to the men who are seeking out new markets, discovering new uses, who are selling ideas in the market place of the world.

"It seems to me that this is a phase of industrial proficiency which bids fair to exact too heavy a toll in the years to come; unless we get busy and invent new industries for the fellow whom the machine shunts aside. The unemployed man produces nothing, and consumes little or nothing, because he is without means to purchase that which the workers are producing.

"Until he is placed in employment again he must remain a stranger to the buying market. In the meantime, the community must care for him and his family, in much the same way as though he were a steady permanent worker.

"I believe the time must soon come when employers who desire to avail themselves of new labor-saving machinery will first see to it that the man who is to 'go' with the coming of the machine



shall not evolve into 'waste' labor—with his years of training and experience, perhaps, thrown upon the scrap heap of disuse. As we go on inventing new machines for speed, we must, too, invent new industries for the safety of our honored workers."

There is some excellent advice for advertising agency men and salesmen for various types of advertising mediums in what the Secretary of Labor says. Scores of new industries are evolving under our eyes. There are hundreds of old industries which have never been sufficiently advertised to make people want what they produce. And as we go on digging out new industries, new products, new methods and putting men to work by making other workers want these products, advertising will be performing another great service for the continued prosperity of America.

The consuming power of this nation is practically limitless, unless we allow our trained workers to join the army of non-producers by displacing them without thought of what they are going to do next. Labor has come to realize, during the last twenty-five years, that there are whole industries which have practically been created by advertising, and in which there would have been no employment possible unless advertising had built these markets. Our country has been working *production* miracles almost daily, making record after record. It is time that we worked some *consumption* miracles by discovering new industries and making their products articles of general consumption.

The ultimate consumer is the man who is displaced by a new machine. He is the man who uses up our Victrolas, our clocks, our automobile tires, smokes our cigarettes and wears the advertised brands of clothes. In the last twenty-five years, the industrial workers of the country have increased their daily production almost 50 per cent. Consumption statistics are not so easy to secure. We have a growing stream of

things turned out by factories in all lines of industry. How are they to be marketed and where shall they be marketed?

Is Secretary Davis right when he tells sales managers and advertising men that new industries must be created to turn out more things? It would seem that his paradox is correct unless we are to market goods on Mars or some planet as yet beyond our sales territory. The workers of this country are the ones who use up most of the things we produce. We export not more than 7 per cent of our manufactured goods. The other 93 per cent is used up right here at home and our real wealth, the product of our skilled workers, is thus kept among the people of this nation for use and division. Our general well-being is going to depend for many years upon the ability of the home market to keep pace in consuming power with the amazing growth in productive capacity per man.

In a recent letter to the writer, Henry Dennison, president of the Dennison Manufacturing Company, a man who has given much thought and time to the problems of unemployment, touches upon the same facts brought out by Secretary of Labor Davis. He calls it "unemployment of a secular nature arising out of improvements and productive facilities possibly more rapid than the consuming public is ready to take up in additional consumption. This may be aggravated by another secular influence due to the continuous progress being made in prolonging life. It may not be possible permanently to over-produce or to have a population too healthy," he says, "but I don't believe anybody can guess at it yet. We have got to wait for more definite indications."

There are undoubtedly new unemployment problems of the first magnitude which are on their way and which we are unable to foresee at the present moment. Secretary of Labor Davis has performed a real service in pointing out the necessity of inventing and creating new industries to give

employment to men displaced by modern machinery who will then again join the ranks of consumers instead of being made a burden to the State.

In this long-time vision of the whole unemployment situation, advertising is destined to play just as important a part as it has played in solving some of the difficult unemployment situations of the past. New industries are continually being invented to use up some of the waste products of our too-much-in-a-hurry civilization.

Consider a few specific examples of Secretary Davis' general statement. The Southern sugar producers formerly had a problem on their hands in disposing of the sugar cane stalks after the juice had been squeezed out. This residue, called "bagasse," wouldn't do for fertilizer. It wouldn't rot in the ground. Fuel was its only use and it wasn't so good for that. A chemist experimented. Some production men cooked, shredded and rolled the waste. Some advertising men did their work and Celotex, the insulating lumber, was born. Advertising built a market. Men were employed. A product formerly wasted started a new industry increasing the real wealth of the nation.

Whey is a by-product of cheese. It was usually wasted. Milk is set with rennet, it thickens and separates. The solid portion is called curd, the liquid is whey. The curd is aged and becomes cheese, but 50 per cent of the other solid constituents of the milk remain in the whey. A chemist experimented at the cheese factory owned by Fred Pabst at Oconomowoc. Pabst-ett resulted, was advertised and the new product gave employment to many men, and nourishment to thousands of consumers.

Corn oil was used first only for industrial purposes; refined it became Mazola, a new product.

The gut used now in Wilson tennis rackets was formerly a waste product. It became the beginning of a sporting goods line.

A new business was born. Corn husks formerly wasted are now being turned into artificial silk. More men employed. More girls with good-looking stockings.

Scores of other examples will occur to every advertising man to bear out Secretary Davis' conclusions. The first machine which took the place of men at the start of the industrial revolution was wrecked by irate workers. Through the years, education and common sense brought a better understanding. Labor prospered with the use of machinery as it never would have prospered without it. Labor also realized that men were being released by machines for more productive, more skilled work. Living standards were raised when machines did the hard unskilled work.

Now, according to the Secretary of Labor, the same old problem may face us again in this machine age as machines become more marvelous in their power to perform skilled labor. It will be a very real problem, experts seem to think. It offers a golden opportunity for advertising agents to work more closely with engineers, chemists and other scientists to turn more waste products into new industries. No method of developing new business could be more satisfactory, and none of advertising's real economic services to the nation will prove of more lasting importance than creating new jobs for displaced consumers by creating new businesses to give them new employment.

### Thomas F. Lannin, Vice-President, Comrie Agency

Thomas F. Lannin, formerly with the Wm. H. Rankin Company and Critchfield & Company, both of Chicago, has been made vice-president and a director of the Frank M. Comrie Company, advertising agency of that city.

### Toronto "Globe" Appoints Verree & Conklin

The Toronto, Ont., *Globe* has appointed Verree & Conklin, Inc., publishers' representative, as its national advertising representative in the United States.



**There is no advertising problem  
in Philadelphia**

The high character and tone of The Bulletin make it the preferred newspaper in nearly every Philadelphia home.

The Philadelphia trading area consists of about 600,000 homes. And The Bulletin is averaging 549,148 copies per day!

### ***Dominate Philadelphia***

Create maximum impression at one cost  
by concentrating in the newspaper  
"nearly everybody" reads—



## **The Evening Bulletin**

**PHILADELPHIA'S NEWSPAPER**

**New York Office**—247 Park Avenue (Park-Lexington Building)

**Chicago Office**—Verree & Conklin, Inc., 28 East Jackson Boulevard

**Detroit Office**—C. L. Weaver, Verree & Conklin, Inc., 321 Lafayette Boulevard

**San Francisco Office**—Slayton Ladue, Verree & Conklin, Inc., 681 Market Street

(Copyright 1928, Bulletin Company)

Member of Associated Press



## HIGHEST FAMILY INCOME IN AMERICA

Family purchasing power in New York is unusually high. The number of men and women engaged in gainful occupations averages two to each family in New York City.

These 2,500,000 men and women constitute the largest single group of earners and purchasers in the world. The average New York family—the buying unit—has more money to spend than anywhere else in the country.

These family incomes are earned in a community that leads America—

- in total manufacturing.
- in diversity of products.
- in number of manufacturing establishments.
- in value of manufactured products.
- in total employment.
- in wages paid.
- in concentration of industry.





You can influence the spending of the greatest number of New York family incomes by concentrating your advertising messages in the New York Evening Journal.

The New York Evening Journal is thoroughly read by nearly half of all the families in the New York Market who read any New York evening newspaper. It goes home and stays home because it carries an appeal for every member of the family.

CIRCULATION FOR SIX MONTHS ENDING  
SEPTEMBER 30, 680,681 DAILY NET PAID

# NEW YORK EVENING JOURNAL

*Greatest Circulation of any Evening Newspaper in America*  
and a **QUALITY** Circulation at **THREE CENTS** a Copy Daily  
and **FIVE CENTS** a Copy Saturday

913 Hearst Building  
Chicago, Ill.

2 COLUMBUS CIRCLE  
New York City

General Motors Building  
Detroit, Mich.



*The* **Second  
largest  
\* morning  
newspaper  
circulation  
in America**  
**in a morning  
newspaper city**

*\*Standard Size Newspapers*



**THE CHICAGO  
HERALD & EXAMINER**

*January Averages: Daily, 425,179; Sunday, 1,154,659*

National Advertising Manager—J. T. McGIVERAN, JR.  
EUCLID M. COVINGTON T. C. HOFFMEYER  
285 Madison Ave., New York 625-6 Hearst Bldg., San Francisco

# Delco-Light Salesmen Fix Their Own Quotas

Then They Agree to Follow the Company's Selling Plan in Full Detail

AS the working basis for its sales activities during 1928, the Delco-Light Company has established what it calls "The Delco-Light Foundation Plan of Selling." Salesmen are regarded as "members" of the Foundation and the memberships are divided into two classes, senior and junior.

It is the salesman's privilege to select the class of membership he desires. He writes out a formal application agreeing to the conditions set down for that particular division. The process is similar to the one followed in seeking a job, the main difference being that, over his own signature, he undertakes to sell a certain minimum quantity of merchandise and to follow the company's plan specifically and in full detail.

"In other words," explains C. C. Whistler, advertising manager of Delco-Light, "the salesman substantially fixes his own quota of what he expects to accomplish during the year. He can use his own judgment as to which division of membership he wishes to enter. Once in, however, he is supposed to reach that quota or at least make a determined effort. In any event he must go through with the details of the plan he promises, in writing, to follow.

"There is a pronounced psychological difference, we have found, between urging salesmen to do a thing and in having them ask for the privilege or the opportunity to do it. This is why we require every Delco-Light selling man desiring to have a part in the Foundation work to volunteer for membership by filling out the formal application blank. The application must be approved by the distributor or branch manager. Admission to either of the groups means that the man has qualified in a manner above the ordinary and is henceforth to be regarded (if he makes good) as belonging to the inner circle."

For membership in the senior group, according to Mr. Whistler, the salesman must agree to accept and adopt seven cardinal points upon which the sales problem for this group is based. The points follow:

1. Full Time.
2. Demonstrator.
3. Quota.
4. Census.
5. Direct-mail.
6. Night Work.
7. Accounting.

The Senior Foundation man must agree to give his full time to the proposition. Delco-Light salesmen, it must be understood, are not employed directly by the company at a stated salary. They are more or less independent representatives in business for themselves. They operate somewhat after the fashion of automobile dealers, with the exception that they need not carry merchandise in stock but send their orders direct to the company for shipment. Their work, being that of selling independent electric light and power plants to farmers, is extremely difficult and takes a great deal of time; the compensation, however, is correspondingly satisfactory.

Among the 2,000 or more salesmen selling the company's goods there are, of course, many who combine other work with their Delco-Light activities. One of the objects of the Foundation plan is to persuade these men to put in their whole time for Delco-Light. The company has conclusively proved, through many years of effort, that effective and profitable salesmanship is a matter of long hours and hard work rather than of genius. Men of outstanding ability have fallen behind others not nearly so brilliant or able, for the reason that they would not work long enough or hard enough.

Night work is one of the elements that has proved most difficult to sell to representatives,



although the foundation of the entire business is built upon night demonstrations. No effective substitute has been found for actually showing the prospect the brightness and convenience of electric light at night.

The properly equipped salesman drives up to a farmer's home in a car which is fitted up with a complete Delco-Light plant and pump-demonstrating equipment. He runs a wire from his car into the house, attaches a demonstrating lamp and thus brings Delco-Light power right into the farmer's living-room, so he can contrast it with his present method of lighting. There is no question among the salesmen as to the effectiveness of making these night demonstrations, but the human element, with its desire for leisure time, interposes. Part of the agreement to which the Senior Foundation man signs his name is that he will make at least three such demonstrations per week.

The minimum annual quota for the seniors is fifty-two plant shipments. The unit of measurement, in keeping with the nature of the product, is the watt. If the salesman sells the full quota during the year he is credited with 1,000 watts. The quarterly quota on which all prizes and awards are based is 250 watts, including thirteen plant shipments. All records and awards are based entirely on shipments during that quarter and refer only to personally made sales. The Foundation man who obtains his quarterly shipment quota of 250 watts is given a cash award of \$125 above his regular commission. An additional 50 cents is given for each watt in excess of 250.

"In agreeing to sell and ship this quota," Mr. Whistler says, "the individual Senior Foundation man is taking on a responsibility that we urge be carefully and seriously considered. It is plainly pointed out that securing the quota is something that calls for steady, consistent day-in-and-day-out activity throughout the year—also careful adherence to the plans laid down by the company. If we

should urge this size quota upon some of our representatives they, being acquainted with the hard work involved, might be expected to protest. Let them take the work on voluntarily, however, signing their name to an agreement to that effect, and the outcome is entirely different."

One difficult feature of having a more or less independent selling force, as is the case with Delco-Light, is that the representative may not work his territory systematically. He is likely to flit here and there, calling upon the better class and most promising prospects, with the result that he fails to do development work where it is needed and covers his territory wastefully. This is why the company insists that the Senior Foundation man make a complete survey of his territory—or a "census" as it is called in the fourth article in the agreement.

"This census," the salesman is told, "can easily be obtained by taking one small section of your territory at a time with definite boundaries. It is easy to call on each home in that particular small division and find out whether they are prospects for either a plant, pump or battery. With the census completed, you have a real basis on which to lay your selling plans and develop immediate, interested prospects. It will also give you a splendid view of the possibilities of your territory that you can realize in no other way."

Prospect sheets are provided for gathering the information and a special card file is available for keeping all these selling data in a convenient and usable form.

In carrying out the direct-mail part of the agreement (Article No. 5) the Foundation man must send to the distributor or branch manager ten plant and ten pump prospects' names each month. The names must be selected out of the census returns and include those upon whom calls are likely to be made within the coming month. The company then sends to the ten or more prospects a series of direct-mail pieces which are carefully graded and planned so as to

# Boost your 1928 sales by *concentrated* effort in favorable markets

—for instance, The INDIANAPOLIS RADIUS, a *profitable* market for aggressive sales and advertising effort . . . .2,000,000 population (over 92% native born white) . . . .not a drifting metropolitan population but a stabilized, home-owning, home-loving population, financially able to buy.

And fortunately for advertisers, one newspaper — The INDIANAPOLIS NEWS—gives such responsive circulation, complete coverage and merchandising prestige that you can win this market with a single, concentrated advertising cost.



**The INDIANAPOLIS NEWS**  
*sells The Indianapolis Radius*

DON. BRIDGE, Advertising Manager

New York: DAN A. CARROLL  
110 East 42nd St.

Chicago: J. E. LUTZ  
The Tower Bldg.

NEWS 1927 CIRCULATION WAS LARGEST IN NEWS 58-YEAR HISTORY

build up a consecutive picture of the merchandise in their minds. By the time the salesman calls, the cumulative effect of the direct-mail message is still fresh. The results that have followed this kind of advertising have been so beneficial to sales that the direct-mail requirement is clean-cut and emphatic. By covering only a few names at a time in this way, the direct-mail material works in with the salesman's current activities and reduces waste.

For carrying out the seventh article of the agreement, relating to accounting, the company supplies the salesman with facilities for a simple system of bookkeeping. Failure to keep the right kind of records, the Delco-Light management has found, is one of the most common failings to be charged against otherwise good sales representatives. It is asking a great deal of a salesman to require him to keep accurate records when he has so many other things to do, including even demonstrations. The company's accounting department, therefore, experimented until it found a system that is ample and yet is the last word in simplicity. The building up of this system is regarded as one of the most important elements in the whole Foundation plan.

To become a Junior Foundation man, a salesman must sign an agreement similar to that provided for the seniors, with the exception of contracting to devote full time to the proposition and taking a census. The annual quota in this classification is 600 watts, including twenty-eight plant shipments. The quarterly quota is 150 watts or seven or more plants. A cash award of \$37.50 is given to the juniors reaching the quota each quarter and an additional award of 25 cents for each watt over 150.

Any Junior Foundation man who reaches the senior quota is given the cash award set up for the Senior Foundation. If the men so desire, their prize credits may be accumulated throughout the year, permitting them to qualify for prizes of high value.

Next year, Delco-Light will hold a special Foundation Convention

to be attended by all salesmen in both divisions. Senior Foundation men who reach their quarterly quotas will be given a trip to this convention with all expenses paid. The junior men reaching the required quota will have half their expenses paid.

After a man has been admitted into the senior division he is given an appropriate emblem or pin as an insignia of membership. At the end of the year he returns the original pin and receives in exchange for it one containing a diamond for each quarter in which he has made his quota.

### Name Changed to Fralick, Bates & Alward

Fralick & Bates, Inc., publishers' representative, has changed its name to Fralick, Bates & Alward, Inc. Charles F. Alward, who has been with this company for the last two years, has been elected second vice-president. He was formerly for many years in charge of the sales and advertising of the former H-O Company.

### Made Vice-Presidents of Topics Publishing Company

V. J. Rogers and Charles S. Mott have been made vice-presidents of the Topics Publishing Company, New York, publisher of *Drug Topics*, *Wholesale Druggist*, *Display Topics* and *Drug Trade News*. Mr. Rogers is sales manager and Mr. Mott sales representative of this company.

### Maytag Advertising Manager Made Vice-President

Roy A. Bradt, for seven years advertising manager of The Maytag Company, Newton, Iowa, Maytag washing machines, has been made vice-president and a member of the board of directors. He will continue as advertising manager.

### Appoint M. C. Mogensen & Company

The Santa Maria *Times*, Santa Paula *Chronicle* and Redlands *Facts*, all of California, have appointed M. C. Mogensen & Company, Inc., publishers' representatives as their advertising representatives on the Pacific Coast.

### Evans-Winter-Hebb Open New York Office

Evans-Winter-Hebb, Inc., Detroit, producer of direct-mail advertising, has opened an office at New York. F. D. Crosby, who has been New York representative, will be in charge.



©1927 THE CONDÉ NAST PUBL. INC.

**A** very beautiful magazine, is *House & Garden*, but its beauty has a quality of usefulness whose secret does not lie in pretty pictures only. This quality is born of a sense of the practical, and a genius for telling how the beauty which *House & Garden* serves may be achieved. Its forthcoming series of six articles, for example, advocating the use of the best building materials in houses, small or large, is evidence of its knowledge that beauty is more than plaster-deep. This series, entitled "How Much House For Your Money?", begins in the April issue.



### *A Bedroom for a Young Girl*

in the French Provincial manner. This bedroom was designed and constructed by Delineator Interiors on the fifteenth floor of the BUTTERICK BUILDING. Its charm and its comparatively low cost are featured in the *March Delineator*

# Grand Rapids Adopts the French Provincial Idea

FIRST SPONSORED IN  
**Delineator**  
IN APRIL OF LAST YEAR

**I**T IS indeed very interesting to watch the creation of a style demand.

Because of its charm and its adaptability to American interiors, Delineator gave the first wide publicity to the French Provincial mode of decoration in its pages in April, 1927.

At that time Delineator Interiors used imported furniture and materials that could be found in comparatively few American cities.

But immediately the idea was seized upon by manufacturers and merchants. Lord & Taylor, for instance, at once

republished reproductions of the Delineator pages in a pamphlet of their own.

Other department stores and shops developed a lively interest.

And at the recent splendid Furniture Market in Grand Rapids a number of the leading manufacturers exhibited beautiful reproductions of French Provincial furniture priced moderately for the general market.

As in interior decoration, so in everything, Delineator is endeavoring to lead the way to more widespread appreciation of the Art of Gracious Living.

And every month more and more advertisers realize the value of Delineator. The April number carries MORE advertising than any issue of Delineator ever published

# Delineator

Established 1868

THE BUTTERICK PUBLISHING COMPANY

# LEADERSHIP!

**T**HE leadership of The Detroit News in practically every selling classification of advertising in 1927 as shown below substantiates this fact: that The News is Detroit's buying guide, because it is Detroit's home newspaper, entering four out of every five homes receiving any English newspaper.

*The News Leads in All These Classifications; in Most of Them It Carries More Advertising Than Both Other Detroit Newspapers Combined.*

## FIGURES IN INCHES

	News	Morning Paper	2nd Evening Paper
Automotive .....	126,271	99,648	72,418
Department Stores ...	429,318	137,956	150,190
Drug Stores .....	18,557	663	3,359
Electrical .....	31,229	11,002	7,964
Footwear .....	18,403	9,421	8,230
Furniture .....	206,036	10,567	72,388
Grocery and Food....	78,263	24,781	47,384
Hardware, Sport Goods	7,938	3,122	2,361
Household Articles and			
Equipment .....	15,649	2,986	7,656
Radio .....	55,000	12,381	24,182
Rotogravure .....	27,381	18,580	.....
Toilet Goods & Shops.	33,763	14,722	27,230
Men's Wear .....	76,388	33,655	25,679
Women's Wear .....	178,656	25,103	38,474
Classified .....	470,646	287,017	143,622

The Detroit News in 1927 published more advertising than both other Detroit newspapers combined and led all other newspapers of the world in weekday advertising, being second only to one other newspaper in Sunday and weekday advertising—a medium in a city of three million having national distribution in the weekday and Sunday field. The Detroit News holds the world's record for advertising volume with 34,030,570 lines, achieved in 1926 — a volume never before or since equaled.

## The Detroit News

The HOME newspaper

370,000 Sunday

350,000 Weekdays



# Why Pick on Listerine, Mr. Kelly?

A Consumer Thinks It Unfair to Saddle Listerine with a 27 Per Cent Overhead in Selling When The Fair's Maximum Selling Cost Is 30 Per Cent

By Charles L. Yost

District Sales Manager, The Kompak Co.

I AM a football fan. Never played it, but enjoy watching this type of sport more than any other.

I have seen, in practically every game I have witnessed, several fouls which have gone unnoticed by the referee down on the field, in the thick of the battle. It is not the fault of the referee, as he, as a rule, is the busiest man on the field, but the reason is he is too close to the line of battle. We, who are off at a distance, taking in everything on the field with a bird's-eye view, and only knowing enough about the game to look for infractions of the common rules, have a better chance to see them than the referee.

With the above sideline observation in mind, I would like to comment in a constructive way, from a non-partisan standpoint, on D. F. Kelly's article in *PRINTERS' INK*.\*

The writer's only connection with department stores has been on the charge and send (and lately the cash and mostly carry) end of it. I have been connected with the selling end of business for ten years, but never sold anything in the drug line, and never use Listerine. So I hope you will believe me when I say I am non-partisan.

I shall start with two axioms in business which are sometimes forgotten by all of us.

1. You get only what you pay for.
2. You pay for everything you get.

I was watching the game of department store vs. nationally advertised products, as so vividly portrayed by Mr. Kelly, with himself acting as referee.

I came to where he states that

\*"A Department Store Complains about Profit Margins on Advertised Brands," January 26, 1928.

it costs them 17 cents to *sell* a bottle of Listerine, and the "*sell*" was in italics. Now here is a very plain "*foul*" in the game of merchandising—unnoticed by the referee.

Mr. Kelly states: "The department stores of the country are forced to keep the closest watch on fractional percentages of profit because their *selling costs* are so high. Advertising represents one of the *principal* items of this expense."

Another item: "They overlook the cost of *selling*, which, in the case of department stores, ranges from 25 to 30 per cent."

A *selling* cost of 17 cents on a bottle of Listerine costing 63 cents represents a 27 per cent selling cost. Here he is charging almost his maximum selling cost (30 per cent) to an article which is so much in demand that he is forced to carry it, and sell it at what he thinks is a loss or at the best *no profit*. If this condition exists, it is logical to assume that The Fair is not spending any money on sales promotion of Listerine. They should not, in fairness to Listerine, saddle that item with a 27 per cent overhead in selling, and then wonder why there is no margin of net profit—especially when "advertising represents one of the principal items of this expense."

Furthermore, when any one business strays out of its regular line over into another fellow's field, he should be prepared to *sell* as cheaply, if not cheaper, quality for quality, than the other fellow, or stay out.

I cannot see either, Mr. Kelly, how you could deliver a 79-cent bottle of Listerine out to my house, wrapped up in excelsior and corrugated pasteboard, delivered by a three-ton truck, manned by a couple of husky men, and then,

after delivering it, wait thirty to sixty days for your money, and make a profit, even if you got Listerine for nothing.

What establishes this 79-cent price? I think it is chain drug stores, which no doubt buy and sell Listerine in carload lots or better, and which sell it by cash and carry, and enjoy a tremendous turnover. (I'll bet they don't complain about net profit on Listerine.)

If your customers demand Listerine, then by all means sell them Listerine. Add on a just "overhead" and I venture to say your net profit will exceed the returns on a savings account. If the customer wants it delivered, then have a price that will include the extra charge.

Referring to axiom one, the 63 cents includes advertising, which has created a customer demand you have paid for, cheaper than you could establish a demand for an unknown product yourself. Therefore, do not charge up to Listerine, or any other article demanded by the public—which cost the manufacturer good money to create—your advertising appropriation which you are using to establish your own brand names, or some unknown article.

Axiom two is aside from your article, but one which I think has a vital bearing on department store economics, that is, "cost of doing business."

My family buys very little in department stores. We pay cash for 90 per cent of our purchases, and carry 90 per cent of our purchases. The reason we do not buy more is because the department stores do not recognize what I am saving them by cash and carry.

I know that I am paying in good currency of the realm for the so-called *service* which the department stores are encouraging the public to use. I know that I am helping to pay for the loss entailed when I buy from a store that sends out six bath robes for a customer to select from. The same way with the delivery of packages, some of which a woman could carry in her handbag. I am helping to carry the same loss when a

store encourages the opening of charge accounts, which breed slow accounts and bad accounts.

I do not know what these additional costs come to, but whatever percentages they are, the stores should recognize them, and establish a discount for cash and carrying of purchases to the people who do not want this super-service.

Here are some suggestions for department stores:

Train your salespeople to ask, "Will you take it?" instead of, "Shall I send it?" Don't try to compete in price with chain drug stores, chain grocery stores, etc., unless you use the slot machine method of retailing for well-known package items, which sell themselves.

For these people who feel they want goods sent on approval to paw over and make seconds out of, put the old tax on them and don't spread it over on people who are trying to make \$1 buy \$1 worth of value.

### Dates Set for Annual Meeting of Southern Publishers

The annual meeting of the Southern Newspaper Publishers Association, will be held at Gulfport, Miss., from June 25 to 27. These dates were decided at a meeting which the executive committee of that association held recently at Chattanooga, Tenn.

### H. H. Roamer with Q. R. S. Music Company

H. H. Roamer, formerly sales manager of the Bell & Howell Company, moving picture machines, Chicago, has become sales manager of the Q. R. S. Music Company, maker of player piano rolls, also of Chicago.

### Battery Equipment Account to Comrie

The Battery Equipment & Supply Company, Chicago, maker of tools and materials for manufacturing batteries, has appointed the Frank M. Comrie Company, advertising agency of that city, to direct its advertising account.

### Harold Middleton Joins "Farm Life"

Harold Middleton, formerly space buyer for C. C. Winningham, Inc., Detroit advertising agency, has joined the Chicago office of *Farm Life*.

## ... and the added advantage of color

Unquestionably the newspaper is growing apace in importance and use as a national advertising medium. It has impressive size, instantaneous utility, and often tremendous and concentrated circulation in its favor. And as the value of these factors becomes more apparent to more national advertisers we see others joining Westinghouse, Ford, General Motors, Maxwell House Coffee and their ilk.

This despite the newspaper's usual limitation to one color. Now full color, as in the notable example of the American Home Journal, weekly magazine of the Chicago Evening American, has swept away the one possible barrier between the national advertiser and the newspaper.

High as the newspaper has already gone through performance in national advertising, color will send it higher. Already the American Home Journal has grown amazingly in acceptance and use as a national advertising medium. It has earned the right to ask investigation of its worth.

*American Home Journal*  
WEEKLY Magazine OF THE

**CHICAGO EVENING AMERICAN**

*a good newspaper*

## National Advertising Executives

RODNEY E. BOONE  
*General Manager*  
National Advertising  
9 E. 40th Street  
New York City

H. A. KOEHLER  
*Manager*  
Chicago Office  
929 Hearst Building  
Chicago

W. M. NEWMAN  
*Manager*  
American Home Journal  
1007 Hearst Building  
Chicago

F. C. WHEELER  
*Manager*  
Automotive Advertising  
901 Hearst Building  
Chicago

L. C. BOONE  
*Manager*  
Detroit Office  
Book Tower Building  
Detroit

S. B. CHITTENDEN  
*Manager*  
Boston Office  
5 Winthrop Square  
Boston

CONGER & MOODY  
*Representatives  
on Pacific Coast*  
927 Hearst Building  
San Francisco

FRED H. DRAUHL  
*Manager*  
Rochester Office  
136 St. Paul Street  
Rochester, N. Y.

KENNETH J. NIXON  
*Manager*  
Atlanta Office  
82 Marietta Street  
Atlanta, Ga.

## A Little Salt on the Tail of the Blue Goose

THE Patent Office recently sprinkled some salt on the tail of the blue goose and informed the business world that, so far as canned goods are concerned, that bird may fly only on the containers of the American Fruit Growers, Inc., of Pittsburgh, Pa. The decision involving this well-known mark was handed down by First Assistant Commissioner Kinnan, who held that Samuel Fine, of Avondale, Cincinnati, is not entitled to register, as a trade-mark for malt syrup for food purposes, a mark consisting of the representation of a blue goose in connection with the words "Blue Goose."

For a number of years the American Fruit Growers, Inc., has featured its Blue Goose trade-mark and used it upon fresh citrus fruits and canned fruits, fresh figs, fresh dates and vegetables. Certainly, these products are not even distantly related to malt syrup. However, the American Fruit Growers canned goods line, and the malt syrup of Samuel Fine, have this in common: They are, to quote the Patent Office, "placed in cans of substantially the same size and appearance, and sold in the same class of stores and to the same general class of customers." And in these three facts, Mr. Kinnan found sufficient likelihood of causing confusion among the buying public to warrant turning down Mr. Fine's application to register his mark for malt syrup for food purposes.

The decision ought to be heartening to a great many manufacturers because it indicates a growing tendency among those who rule on trade-mark matters to pay at least as much attention to the actualities of commerce as has heretofore been paid to the finer points of legal technicalities. This is further emphasized in the following remarks of Mr. Kinnan:

"In view of the . . . recognized fact that many large producers of canned goods employ the same

mark upon a large variety of such goods and the public has come to recognize almost any canned goods possessing the same mark as being produced by one and the same company or manufacturer, it is believed confusion would be quite likely if customers saw the applicant's mark upon his canned products in the same markets with opposer's canned goods having thereon the identical trade-mark. To allow registration to the applicant of this mark upon the particular class of goods to which he applies it would form a precedent for allowing manufacturers other than the opposer to likewise register and use the same mark upon other canned goods to the end that the distinctiveness and consequently the value of opposer's mark would be materially lessened if not destroyed."

## C. S. Ching Heads American Management Association

C. S. Ching, supervisor of industrial relations of the United States Rubber Company, was elected president of the American Management Association, New York, at its recent annual meeting.

Other newly elected officers are: Vice-president in charge of financial executives division, H. A. Fountain, treasurer of The Ohio Public Service Company; vice-president in charge of marketing executives division, George R. Cain, advertising department, Swift & Company and vice-president in charge of office executives division, Henry W. Cook, vice-president, Northwestern National Life Insurance Company.

C. R. Dooley, manager of personnel and training of the Standard Oil Company of New Jersey, was also elected a vice-president. H. A. Hopf, H. A. Hopf and Company, was made a vice-president and president of the Institute of Management Group of the Association.

## Electrotypers & Stereotypers Appoint H. G. Guiteras

Harold G. Guiteras, former secretary of the International Association of Electrotypers, has been appointed executive secretary of the Employing Electrotypers' & Stereotypers' Association of New York.

## Californians, Inc., Appoints Lord & Thomas and Logan

Californians, Inc., has appointed the San Francisco office of Lord & Thomas and Logan, to direct its advertising account.



# FACTS!

- 1 During the month of January, THE EVENING WORLD carried 855,204 lines of advertising—the largest January in its history.
- 2 In the same month it gained 51,743 lines—the largest evening gain in New York.
- 3 Its gain of 45,684 lines in Women's Specialty Shop advertising was nearly double the *combined* increases of all other evening papers showing gains in this classification.
- 4 In 1927, the eight largest users of Department Store Space in New York gave THE EVENING WORLD more lineage than any seven-day morning paper or any other evening paper in the city.

## The Evening World

NEW YORK



# RISING ADVERTISING THE NEW WAGE EARNER

**Borden's Eagle Brand  
Condensed Milk**

**Carnation Milk**

**Jello**

**Fleischmann's Yeast**

**Mazola**

**Post's Bran Flakes**

**Lux Soap and Flakes**

**Lint**

**Florida Citrus Exchange**

**California Fruit Growers'  
Exchange**

**American Soap and Glycerine  
Products' Assn.**

**Northam Warren**

**Daggett & Ramsdell**

**Andrew Jergens Co.**

**Pond's Extract Co.**

**Squibb's Dental Cream**

**Dr. Lyons Tooth Powder**

**Forhan Company**

**Pepsodent**

**Wildroot**

**Mennen Co.**

**Djer Kiss**

**Vaseline**

**Eveready Flashlights &  
Batteries**

**Wm. Rogers & Son Silverplate**

**Frigidaire**

**Fifth Avenue Corset Co.**

loss American .....  
 loss Cosmopolitan .....  
 Gained 1601 True Story .....  
 loss Red Book .....  
 loss Photoplay .....  
 Gained 649 Ladies' Home J .....  
 loss Woman's Home .....  
 loss Good Houseke .....  
 loss Pictorial Review .....  
 loss McCall's .....

**THIS** clipping from the Printers' Ink advertising summary shows a new trend in space buying.

It naturally parallels the new trend in publishing.

The trend is toward recognizing the new market potentialities of America's Wage Earner masses.

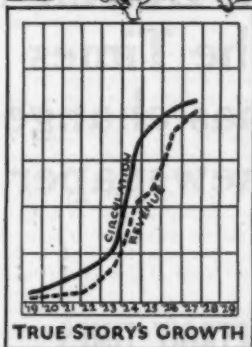
With a 240 percent income increase over the past 12 years, the Wage Earner is the most desirable market for the first time in history.

He has made the only great national magazine edited specifically for him—True

Story—  
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# TIDE FLOWS INTO EARNING MARKET

1928	1927
Lines	Lines
35,010	47,322
32,596	36,346
30,187	28,586
22,317	27,827
21,842	24,953
89,104	88,455
Union 62,153	62,847
57,449	62,891
43,606	51,217
47,349	48,379



Story—the largest news-stand seller in the world.

He is shattering sales records for the advertisers farsighted enough to advertise to him.

Little wonder that merchandising-minded space buyers are increasing their True Story appropriations — this is practically the only great national magazine the Wage Earner family reads!

April finds the largest print order in True Story's history—2,511,000 copies.

March advertising revenue

smashed all True Story records—\$100,000 was the increase over March 1927!

Now, April has just closed with a \$16,000 increase over March's \$100,000 gain!

Here is a new market—for magazines—and for advertisers. Look down the column of new True Story advertisers at the left. Then decide. Will you merely watch the trend? . . . or, like Borden, Post, Lux and others, profit from it?



**Even Ford  
broke the habit  
of building one  
car--you  
can't afford to  
get a "one newspaper"  
habit - - particularly  
in Detroit where  
the Times  
has changed the  
newspaper story**

	<u>1920</u>	<u>1927</u>
<b>DETROIT TIMES . . .</b>	<b>5,025</b>	<b>251,259</b>
(City Circulation)		
<b>DETROIT NEWS . . .</b>	<b>205,911</b>	<b>247,154</b>
(City Circulation)		

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***The Times has grown with Detroit***

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# Walworth Has Three Bonus Plans for Its Executives

Incentives Are Planned to Meet Individual Situations

By Howard Coonley

President, Walworth Company

MY business experience has brought me in close touch with all the groups that make up our industrial life, from the molder and laborer in the foundry to the executive of broad experience. The one definite conclusion which I have reached is this: Incentives appeal to individuals in proportion to their mental development and imaginative ability.

The great man will plan his life years ahead. In fact, he may undertake some great operation which he realizes cannot be achieved in his own lifetime. To this man an incentive that is great in its ultimate possibilities but far off in its achievement will hold out the greatest inducement. As we go down the scale, the incentive must be drawn closer and the reward reduced until we come to the ordinary workman who bases his satisfaction only on the amount he finds in his envelope at the end of the week.

It is because of this belief in the varying states of mind of workmen and business men that we have planned in the Walworth Company a variety of incentives. It is also because of the different types of authority and responsibility which these executives hold that we have felt it necessary to work out a combination of bonus plans.

My present subject does not deal with the incentives to workmen, and in any event, these are much better standardized than are those of the individual higher in the scale of industrial life.

In the Walworth Company we have three bonus plans. The first has been worked out for those who are involved in the general activi-

ties of the company. By that I mean the higher officials whose time and thought are spread over all phases of the company's problems. For these our plan is somewhat as follows: After allowing each year for interest on our bonds, dividends on our preferred stock, and ample reserves, we consider that 10 per cent should accrue to the common stockholders before any bonuses can properly be figured. On the earnings in excess of this percentage, a portion, decided each year by the board of directors, is set aside to be divided among a group of general executives in such amounts as the president recommends, subject always to the approval of a committee of the board.

## KEEPING MEN FROM LEAVING

The theory on which this extra compensation is paid is naturally that it will reward this group for their ability and will prevent their being tempted away from the company by outside offers. It has been found that able men are perfectly willing to stay with the company in spite of attractive outside offers when they feel that their reward is in proportion to their own service.

We have a second bonus plan for our factory executives which is based entirely on the showing of their individual unit. Our reason for feeling that this bonus should be based on the profits of the unit alone is that the interest of the executives coming within the bonus group does not extend outside the factory walls, and they are most contented when their extra compensation is a direct return from the plant to which their activity is confined. Although the principle of all the factory bonus systems is the same, the detail is very different and is based as much on

From an address before a recent meeting at New York, of the American Management Association.

the character of the product and the efficiency of the plant as on the actual results. Six per cent interest on the investment is deducted in every case.

Still a third method is followed in connection with our branch house managers. As these managers sell merchandise out of stock in competition with jobbers, and at the same time distribute our product direct to the trade on a commission basis, their interests are often divided, and our original plan of basing the bonus entirely on the showing of the branch was found to lead to a result which was not always wise for the Walworth Company. Now that the compensation is divided so that approximately half comes from the results of the branch and the other half from the general showing of the company, no balancing of unit against company interest comes into the picture and decisions are apt to be made on the basis of the benefit to the company as a whole rather than of the individual unit.

#### A METHOD OF THINKING

The question might be asked as to why we should retain an executive who considers his own interest rather than the company's. The answer is that at the time the decision is made the diversity of interest does not always appear, and the result comes more from a method of thinking than a purposeful selfishness. The split bonus has been found to overcome this difficulty and to gain the satisfaction both of the individual and of the company officials.

I can briefly summarize what I have tried to convey to you.

There are hundreds of different methods of executive incentive which will be successful. There is none that is ideal. A variety of incentives planned to meet the individual situation is much the best solution. Often a method may be followed successfully for years and become obsolete. Like every other phase of business activity, styles change. Incentives must be studied and kept up to date just as much as processes and designs.

### Introduces Bill to Lower Air-Mail Rate

Authority to reduce air-mail postage from the present authorized rate of ten cents an ounce to five cents an ounce or fraction thereof, is provided in a bill introduced in the House of Representatives by Representative Kelly, of Pennsylvania, and approved by a subcommittee of the House Committee on Post Offices and Post Roads.

"The present rate," states Mr. Kelly, "is too high to secure a large volume of business. Many planes fly only partly loaded. We figure the air-mail contractors will get greater remuneration if the rates are lower, because their patronage will substantially increase."

### R. W. Classen with Frank B. White Agency

Roderick W. Classen has joined the Frank B. White Company, Chicago advertising agency, as manager of industrial advertising, a new department. He has been engaged in industrial advertising work for many years and has served on the advisory board of the White company.

### Bed Spring Account to Aubrey & Moore

The Haggard & Marcussan Company, manufacturer of bed springs, Chicago, has appointed Aubrey & Moore, Inc., Chicago advertising agency, to direct its advertising account. Newspapers, business papers and direct mail will be used.

### General Outdoor Advertising Sales and Net Profit

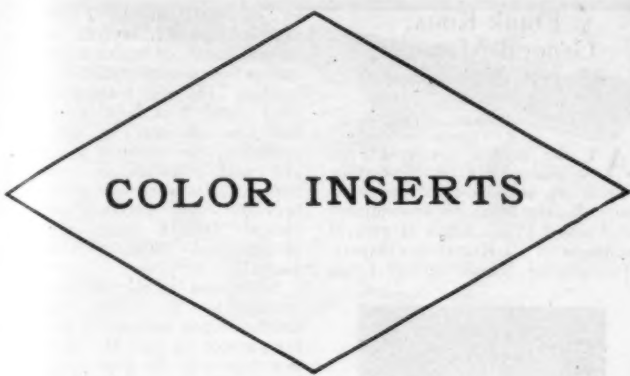
The General Outdoor Advertising Company, Inc., New York, and subsidiaries, report sales for the year ended December 31, 1927, of \$29,826,252. Net profit, after charges and Federal taxes, amounted to \$3,173,199, against \$3,169,114 for 1926.

### Alemite Lubricator Appoints P. P. Martin

Paul P. Martin, formerly with The Studebaker Corporation of America at Detroit and Cleveland, has been appointed advertising manager of the Alemite Lubricator Company of Michigan, Detroit.

### A. L. Behrendt Joins Martin J. Quigley Company

A. L. Behrendt, for the last nine years with the Chicago *Evening American*, has joined the sales staff of The *Chicagoan* and *Polo*, both published by the Martin J. Quigley Company, Chicago.



## COLOR INSERTS

**T**HERE is a certain advantage in having your color inserts printed in a shop that does a lot of this class of work.

Day and night we keep busy one of the largest batteries of two-color presses in the city.

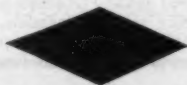
This steady production not only keeps the quality up to standard but makes for economy and speed.

Make a note now. "See Francis on the next color job."

**CHARLES  
FRANCIS PRESS**

PRINTING CRAFTS BUILDING

461 EIGHTH AVENUE, NEW YORK



## Frank Knox, General Manager, Hearst Newspapers

ATLANTA, FEBRUARY 21.  
(Special by Wire)

AT the annual convention at Atlanta of Hearst Newspaper executives, announcement was made on February 20 of the appointment of Colonel Frank Knox as general manager of all Hearst newspapers. The position which Colonel Knox



COLONEL FRANK KNOX

assumes is to all practical purposes a new one for this organization, at least for the last eleven years.

When S. S. Carvalho retired as general manager of the Hearst newspapers in 1917, he was succeeded in the title of general manager by Bradford Merrill. However, Mr. Merrill functioned almost exclusively as a general editorial director instead of general manager, and the duties of general manager devolved largely upon Mr. Hearst, personally, assisted by a group of his executives organized into an executive council.

Coincident with the appointment of Colonel Knox as general manager, the duties of that office were greatly enlarged so that they include not only those functions of

an editorial directive character exercised by Mr. Merrill, but the general duties of business administration and administrative direction as well. He will maintain offices after April 1 at New York. He will also continue to direct, as publisher, the *Boston American*, and will maintain an office at Boston. His work will include supervision and direction of the Hearst feature syndicates and International News Service and Universal Services.

Introduced at the Atlanta convention by Victor H. Polachek, Colonel Knox announced that it is his purpose to visit all the Hearst newspapers in the near future and familiarize himself with conditions surrounding each publication. Thereafter the bulk of his time will be devoted to the direction of this group of newspapers from New York.

In 1898 at the age of twenty-four, Colonel Knox was city editor and manager of circulation of the *Grand Rapids Herald*. Since that time he has been engaged in every branch of newspaper work. For years he has been publisher of the *Manchester, N. H., Union and Leader*. This property he retains, the business being conducted by his partner, John A. Muehling.

Colonel Knox joined the Hearst organization in March, 1927, as publisher of the *Boston American and Advertiser*. The success of his administration of this property unquestionably led to his selection by Mr. Hearst as general manager of all his newspaper properties. The purchase of the Hearst newspapers at Pittsburgh was conducted by Colonel Knox and it was under his direction that the *Baltimore American* was changed from a standard size to a tabloid newspaper.

About 200 publishers, editors and department managers, representing twenty-seven newspapers, are attending the three-day meeting. The convention was opened by E. M. Carney, supervisor of promotion. Addresses were made by Mayor Ragsdale, of Atlanta, and George Hearst, publisher of the *San Francisco Examiner*.



## If You Could Have Seen Through Lindbergh's Eyes

WHEN Col. Charles A. Lindbergh circled Jacksonville before landing at the municipal airport, he saw a city which is "leaping forward towards a point of supremacy as an industrial center in the Southeast." He was one of our first visitors from the air and expressed pleasure over Jacksonville's joining in the flight of aerial progress.

What Col. Lindbergh saw was a wide sweep of population area representing purchasers in the home, and earning power in the factories and on outlying farms.

Through advertising eyes he would have seen an area of 35,000 families, 71.3 percent of whom regularly read The Florida Times-

THROUGH the use of property already owned by the city, and through geographical economies in construction, the airport of Jacksonville represents an investment which would have cost other cities half a million dollars. There are two cinder runways, north and south, and east and west, with a third diagonal runway under construction; all three more than 2,000 feet long and 100 feet wide. One hangar and a waiting room with sleeping quarters have been completed and a 100-foot diameter circle marker designates the field from the air.

Union. If you could have seen through Lindbergh's eyes you would have realized the energy of Jacksonville, the comfort of its people, the prosperity of its fine stores and shops which lay great store by systematic local advertising.

Here is a city as modern in thought as in action. Hence advertising in Jacksonville finds a ready response when it appears in

**The Florida Times-Union**  
JACKSONVILLE, FLA.



*A conference of the director and heads of departments*

## *A Glimpse of the* GOOD HOUSEKEEPING

**G**OOD HOUSEKEEPING, exploring and progressive, continues in GOOD HOUSEKEEPING Institute the pioneer work of scientific, tested housekeeping begun twenty years ago with the founding of the Institute.

Its staff has multiplied. As new standards of living have been achieved, its opportunities for service have expanded. It has new messages to broadcast—new service to render—to the millions of women who have already come to regard it as the outstanding authority in what to cook and what to buy. Following, as far as space allows, we tell of some of the Institute's special service

**FOODS, MEAL PLANNING AND COOKERY.** Good Housekeeping Institute takes the burden out of cooking, creates new dishes, constantly studies modern food problems as a background for its editorial articles in Good Housekeeping, and builds the confidence of the women of America in foods worthy of their use.





*Discussing the performance of a range oven regulator*

## of the Work of ING INSTITUTE



HOUSEHOLD EQUIPMENT. The Institute, by its rigid exhaustive tests, gives the women of America standards by which to judge the value and service of the inventions and devices designed to save them time, steps and labor. The Institute's specialists have helped hundreds of manufacturers to perfect their products so that, by meeting the Institute's standards, they give satisfactory service in the home.

SEAL OF APPROVAL. When the Institute's Seal appears on a household device, or when it appears as a symbol in a Good Housekeeping advertisement, women know that the appliance has been given practical engineering tests and found efficient and well constructed. The Seal appears as a buying guide in tens of thousands of stores—wherever these goods are bought for the home. Millions of trade-marked appliances are distributed each year bearing this Seal, affixed by manufacturers themselves. What one manufacturer writes of it, hundreds will echo: "Fully as important as our trademark."

SOME newspapers are designed to shape the thoughts of a community. Others are just as evidently designed to center the community's thoughts on shapes.



In the present state of mind of what Mr. Mencken calls the "moronia" of America, publications that are editorially designed to promote the "freedom of the knees" will naturally acquire considerable distribution. *Thinkers* among advertising space buyers however are in unison in the thought that abnormal circulations are frequently sub-normal comparatively in productivity. We do not believe there can

be any sound substitute for *earned* reader-confidence.

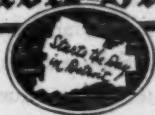


In Detroit The Free Press has acquired this latter quality through ninety-seven years of service to the citizens of the Fourth City. In addition it has coverage—coverage of every other home in the entire Detroit market—coverage inside the Detroit city limits of three out of every four homes in the twenty-five English speaking residential districts. As a successful commercial enterprise it is one of the few great American newspapers.

## The Detroit Free Press

VERREE &

National



CONKLIN, INC.

Representatives

New York

Chicago

Detroit

San Francisco

# Wholesalers Decide to Find Out Where They Stand

Three Hundred Wholesale Executives Meet at Washington and Lay Plans to Preserve Their Future

THE wholesaler has problems aplenty. Chain stores, hand-to-mouth and group buying, financing, credits—all have tended to load down the wholesaler with a multitude of difficulties. They were all discussed during the National Wholesale Conference, held in Washington on Tuesday and Wednesday of last week. The conference, said to be the first of its kind, was attended by about 300 wholesale executives.

The chairman of the conference, W. M. G. Howse, explained that while the meeting had been called by the Chamber of Commerce of the United States, it should be considered entirely as a conference of wholesalers. The first speaker, Judge Edwin B. Parker, chairman of the board of the Chamber, extended the welcome of his organization, and declared that problems of distribution are not only of vital concern to wholesalers, but are the most important problems in the entire present-day business structure of the country.

The keynote address of the conference, printed elsewhere in this issue of *PRINTERS' INK*, was delivered by O. H. Cheney, vice-president of the American Exchange Irving Trust Company. It aroused immediate discussion, and was replied to first by Robert Ellis, a wholesale druggist of Memphis, who declared that the wholesaler is not passing out but waking up and becoming more important every day.

Mr. Ellis contended that hand-to-mouth buying is not an essential evil, but an economic necessity during the after-war period, and that it had saved many wholesalers and retailers from going out of business. Regardless of who performed the function, he explained that wholesaling is absolutely essential, and said that present problems were caused by a natural evolution and the struggle to absorb

over-production, while manufacturers are pledged against the reduction of wages except as a last resort.

More prosperous times would come for the wholesaler, Mr. Ellis assured his audience, when the wholesaler cleared his stock of dead merchandise, got out of the financing and banking business, and turned his back on the policy of unprofitable prices to induce large volume. He insisted that the wholesaler must know his costs and then charge for services rendered, and that he can meet any competition if he will set up his institution on a basis of value of service.

Addressing the conference from the floor, ex-Congressman Sydney Anderson, president of the Millers' National Federation, said that he had been hearing about the new competition for a long time, but that when it was analyzed it was found to be the same old competition that we have always had. A recent and enormous concentration of buying, he said, had created a new condition of selling, the problems of which could only be solved after an intelligent consideration of the underlying facts. As the principal value of a compilation of data by wholesalers, the speaker considered the better knowledge of the wholesale business that would result. The second result, he thought, would be that such data would allow wholesalers intelligently to confirm or discard what they now think they know about their business, and that in this way the results would lead to the adoption of general policies that will improve conditions.

"None of us knows enough about our own business," Mr. Anderson continued. "And when we are confronted with new facts, many of us haven't the intestinal fortitude to put them into practice by changing our established business prac-

tices. Of course, we realize that success largely depends upon keeping at least two laps ahead of the other fellow. That is all right as long as too many are not striving to keep ahead in the same direction. For instance, large volume is a splendid theory as long as there are only a few in an industry competing; but now that everybody is competing for volume we lose sight of the fundamental purpose of the theory and are experiencing a new kind of prosperity."

Explaining that the members of his organization sell everything that is used on an automobile after the car is sold, Harry G. Moock, managing director of the Automobile Equipment Association, briefly outlined the educational methods his association is using. He said that they had appropriated \$250,000 for a three-year educational campaign which had been in force a year. One of the principal features is a series of wholesale executive conferences in various parts of the country. Mr. Moock stressed the importance of such conferences as a means of enabling the wholesaler to co-operate more effectively with retailers, and continued:

"At these conferences, we have no speeches, no pep talks, no high-pressure methods. All of the discussions are informal, and they are held strictly to the proposition of overcoming our problems. Last year we held such conferences in thirty cities, and in every case we suggested actual practices which were tried and tested.

"Surveys are valuable, of course. But the libraries are full of statistics and the average wholesaler and retailer have no time to dig them out and study them. So we digest all pertinent statistics and humanize them. We put them in such shape that the average busy man can get their meaning quickly. In this way, we have handled such subjects as turnover control, for both the wholesaler and retailer, and along this and similar lines we have made extraordinary progress.

"The retailer is crying for help. He is not a moron by any means, but he realizes that changes are

taking place, that these changes vitally affect his business, and he wants to know how to meet them. During the last four years we have talked to 140,000 men who make their living largely by retailing our products, and they have gladly accepted everything that we have been able to give them.

"If a retailer wants it, we will furnish a plan for a new building. We will tell him how to arrange his store and his displays. We will get up for him his sales promotion plans, and design and write his advertising material. And we don't give him anything for nothing. We charge him for the service, and he is glad to pay for it. We don't tell him how to sell stoves; we show him how to sell our goods. And the retailer is mightily interested in everything we have to offer. So are his salesmen, and I am sure that wholesalers as a class can solve a great many of their problems by making the retailers' interests their own."

At the last session of the conference, four committees reported on the general subjects which are to be the program for future investigations. Committee One was asked to answer the question, "What are the wholesalers' functions and services?" and to report according to five separate sub-headings. Committee Two, which was appointed to determine the economic factors affecting wholesaling, reported that wholesalers would make a serious mistake if the chain stores were treated as something to be fought. The committee agreed that the wholesaler should join with the chains in attempting to solve distribution problems. It was also the opinion of this committee that there is a serious lack of information on the economic aspects of wholesaling, and that an exhaustive investigation should be started as soon as possible to include all phases of the subject and cover all parts of the country.

Committee Three also recommended immediate study and research, and reported that the subjects given it for consideration were all practicable. These subjects are, economic trading areas



## Northwestern Cattle Worth 30% More

Further evidence of increased buying ability in this great farm territory.

Cattle—milk and beef—in Minnesota, the Dakotas and Montana on January 1, 1928 were worth \$339,117,000. This is \$78,854,000 more than in 1927—a gain of 30 per cent.

On top of a gain in total crop values for this state group, these Government figures on cattle are significant to every advertising or sales manager who studies markets.

Farm prosperity is important in this region, where more than half the retailers' customers live on farms. Farm paper advertising importantly affects consumer demand.

  
**THE FARMER**  
Webb Publishing Co., Saint Paul, Minnesota  
*The Northwest's Only Weekly Farm Paper*

Standard Farm Papers, Inc.,  
307 No. Michigan Ave.,  
Chicago, Ill.



Wallace C. Richardson, Inc.,  
250 Park Avenue,  
New York

*A Northwestern Institution Since 1882*

*Member Standard Farm Paper Unit*

and distances, selection of customers based upon profitable operation, consideration of profitable minimum size of orders and shipments, simplification of styles, sizes and varieties in their relation to turnover and profits, and the possibility of uniform accounting methods by each trade to facilitate cost comparisons.

In reporting on the financial methods that are most desirable in wholesaling, Committee Four thought that the subject should be clarified and its scope limited to credit problems. According to the report, a most serious problem is the abuse of the cash discount privilege. It designated sales terms as a joke, although a buyer might just as well steal the goods of a wholesaler as to violate the sales terms. Although it requires courage to refuse remittances, the committee advised wholesalers to return them when they take unfair advantage of term agreements, and appealed to all wholesalers to enforce the terms of sale. This committee also found bad debt losses to be a serious problem, and recommended that wholesalers report such losses to their trade associations and other organizations.

During the discussion that followed the committee reports, A. Lincoln Filene, of Boston, presented the viewpoint of the large retailer, and compared it to the attitude of the average wholesaler. He explained that his store did a business of approximately \$30,000,000 last year, and that practically every one of its departments was in direct competition with some form of chain-store selling. He added that the independent retailer cannot stop the chain development, but that he can find out how it is possible to meet the chain competition, and continued:

"If the chains have grown because of their buying power, the retailer must compete in buying power. The wholesaler has complained a great deal about group buying; but you must remember that we retailers did not create group buying, and that it was created for us.

"No crying out against economic

shifts of distribution will stop or even retard them. No outstanding retailer was in favor of the passage of laws to prevent house-to-house canvassing. We made a study to find out why women bought silk hosiery and other things from canvassers. Then we tried to give a service and values that were better. We faced our problem, particularly on hosiery, and we met it ourselves, and last year our store sold about \$2,000,000 worth of hosiery."

At the close of the session, E. M. West, of New York, called attention to the fact that there is no inherent right in wholesaling, as there is none in any other line of competitive effort. He then offered a resolution outlining the duties of a wholesaler which was carried unanimously.

The Conference ended with the appointment of a permanent committee charged with the responsibility of determining facts that would help to rehabilitate the wholesaler. It is also charged with the purpose of proving to the public, the manufacturer and the retailer that the service of the wholesaler is an economic necessity.

### G. F. Lord Starts Own Business at New York

George Frank Lord has resigned as executive vice-president of the Colin Campbell Corporation, New York sales counsel, to start a business under his own name at New York as distribution and advertising counsel.

He was formerly advertising manager of the Chevrolet Motor Company, Detroit, and at one time was director of advertising for the du Pont interests, Wilmington, Del. Later he became general sales manager of the Star Car division of the Durant Motors, Inc., New York.

### R. L. Seward, Director, "Boot and Shoe Recorder"

Rossiter L. Seward, Rochester and New York State representative of the *Boot and Shoe Recorder*, Boston, has been elected a director of the Boot and Shoe Recorder Publishing Company. He has been with this company for ten years. He will continue as New York State manager.

In addition to his new office, he will represent *Novelty News* and *Industrial Retail Stores*, both of New York.

## Action! Response!

Five thousand women attended the last day's lecture of Miss Jessie M. De Both at The News and Age-Herald's Cooking School, January 19. The attendance increased steadily from the opening to the last day of the school,—3,000, 3,500, 4,000 and then 5,000—the greatest crowds of interested women attending a cooking school in Birmingham. Not only Birmingham women, but domestic science teachers bringing their pupils from towns fifty miles away were in attendance. This is a good demonstration of the housewife's faith in the sincere effort of The News and Age-Herald to be of service to its readers.



The Birmingham News

AND  
AGE-HERALD

*The South's Greatest Newspapers*

Morning

Evening

Sunday



## "Preferred Position" on the Air

CITIES Service, Palmolive and Radio Corporation of America are notable examples of large national advertisers who are successfully using radio broadcasting as an adjunct to other and older forms of advertising.

Their sales problems differ greatly.

The Cities Service Company is a holding corporation, interested in many public utilities and petroleum companies marketing a wide range of products and services. It has an army of security owners, and a much greater army of daily customers.

The Palmolive-Peet Company is primarily concerned with the expansion of the market for its internationally known household products, and maintaining the prestige of its trade-name.

The Radio Corporation of America, as the leading factor in the radio industry itself, and the world's largest distributor of radio instruments, has problems of public and trade relations, as well as merchandising, which are peculiar to itself.

Each of these large industrial enterprises is making a very substantial investment in weekly broadcast

programs over the networks of the National Broadcasting Company, because their executives and ours are convinced of the value of this new method of reaching the American market.

The programs of these three advertisers are as different as the advertising aims which these programs are designed to serve. And they are unlike any other programs on the air. Each has obtained a large national audience whose response is such that the effectiveness of the program can be checked every week.

These advertisers have found in radio broadcasting a means of stimulating dealers, building consumer acceptance and good will, and increasing the power of their printed advertising.

As an integral part of a wisely balanced sales plan, broadcasting offers certain evident advantages never before available to national advertisers. It is because of these peculiar advantages that so many advertisers, experienced in the use of all other media, are now seeking "preferred position" on the air.



## LORD & THOMAS AND LOGAN ADVERTISING

CHICAGO  
400 North Michigan Avenue

LOS ANGELES  
1151 South Broadway

NEW YORK  
247 Park Avenue

WASHINGTON  
400 Hibbs Building

LONDON  
Victoria Embankment

SAN FRANCISCO  
225 Bush Street

*Each Lord & Thomas and Logan establishment is a complete advertising agency, self contained; collaborating with other Lord & Thomas and Logan units to the client's interest.*



**U**SE the Washington Post  
 . . . seventy-odd thousand  
 paid daily circulation  
 . . . much of it delivered  
 by carrier . . . into the best  
 homes in and near the Na-  
 tion's Capital . . . the first  
 thing in the morning.



PAUL BLOCK, INC., National  
 Advertising Representative,  
 New York, Chicago, Boston,  
 Detroit, Philadelphia, and  
 San Francisco.

# Harvard Advertising Awards Made to Ten Winners

James H. McGraw Awarded Gold Medal—\$14,000 in Prizes Awarded

**B**ECAUSE of his lifelong service in the upbuilding of higher standards in advertising in the business press of the country," James H. McGraw has been awarded the gold medal in the distribution of the Harvard Advertising Awards for 1927. The presentation was made last week at a dinner held in Cambridge, Mass., at which the nine prize winners selected from the entries for 1927 were announced.

Nine other awards, representing \$14,000 in prizes, were made for distinguished individual advertisements and advertising campaigns. These were determined by the Jury of Awards several weeks ago during its two-day study of the advertisements entered, which numbered about 5,000 pieces of copy. The winners in the various classifications are:

*National campaign for a specific product*—To Mrs. Erma Perham Proetz, of the Gardner Advertising Company, St. Louis, for the campaign on Pet Milk, a product of the Pet Milk Company. Awarded \$2,000.

For advertising of Pet Milk, Mrs. Proetz was an award winner in 1924 and 1925.

*National campaign of an institutional character*—To the Ronalds Advertising Agency, Ltd., Montreal, for the institutional campaign of the Canadian Pacific

Railway, prepared by W. P. Tuttle. Awarded \$2,000.

*Local campaign*—To Barton, Durstine & Osborn, Inc., New York, for the campaign of R. H. Macy & Company, Inc., prepared by Paul Hollister. Awarded \$2,000.

In this same classification, Macy advertising also won an award in 1924.

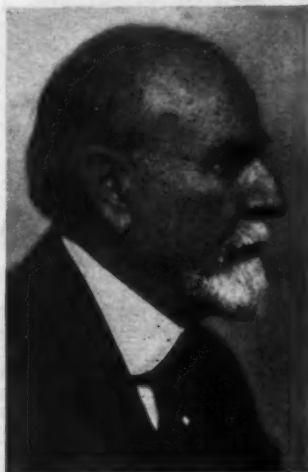
*Industrial campaign*—To Davis & Geck, Brooklyn, N. Y., for the campaign for D & G sutures. Awarded \$2,000.

*Scientific research in advertising*—To J. Walter Thompson Company, New York, for the research study titled, "Retail Shopping Areas." Awarded \$2,000.

The J. Walter Thompson Company was awarded a prize for research in 1924.

*Advertisement most effective in its use of text as the chief means of delivering its message*—To Barton, Durstine & Osborn, Inc., for an advertisement of Marshall Field & Company, titled, "Even So Simple a Thing as a Handkerchief," prepared by Thoreau Cronyn. Awarded \$1,000.

*Advertisement most effective in its use of pictorial illustration*—To T. M. Cleveland, New York, for an advertisement of the Cadillac Motor Car Company, titled, "Cadillac Creates a New Luxury in Motoring." Awarded \$1,000.



JAMES H. MCGRAW



More Than  
200,000  
Daily

# Los Angeles Examiner

More Than  
450,000  
Sunday

"Greatest Salesman in the West"

5c. DAILY

FEBRUARY 23, 1928

10c. SUNDAY

## 16-PAGE MUSIC SECTION IS CONFINED TO L. A. EXAMINER

### HUNDREDS WAIT TO VIEW FIRM INTERIOR

ONE of the most beautiful advertising sections ever to appear in a daily newspaper was that of the Platt Music Company, on January 27 in The Los Angeles Examiner. The section was 16 pages in size, and was devoted to announcing the removal of the Platt Music Company's downtown store at 620 South Broadway to its new limit-height building at 832 South Broadway.

#### Artistic Achievement

Typographically and artistically, as well as in copy, the 16 pages blazoned a new path for issues of its kind. Each advertisement therein, instead of being part of a crazy quilt of insertions, was definitely hooked up to the whole in a way that deeply impressed even those to whom such things are usually a closed book.

Benjamin Platt, President of the concern bearing his name, and responsible for the section, declared, the day following the opening, that though no merchandise was sold on the initial day, hundreds of people patiently waited in front of the establishment until the doors were opened at 11 a. m., in order to be among the first to view the beauties of the structure's interior.

#### Copies May Be Had

It may be incidental to remark this point here, but The Examiner has for many, many months carried more Music and Musical Instrument advertising than ANY other newspaper in Los Angeles.

A copy of the Platt Music Company section will be sent to interested parties who write on their own letterhead.

1,700,000 Examiners Weekly!



*This is the home of the Los Angeles Examiner; one of the very few large newspaper buildings in the country in which no other activity is pursued than that connected with getting out the paper. Its Mission architecture is typical of the territory The Examiner serves and influences.*

### L. A. EXAMINER FAR IN LEAD IN CITY RADIUS

NEARLY seven out of every ten Sunday newspapers in the city trading area of Los Angeles are Examiners; and nearly half the daily morning newspapers within the same area in Los Angeles, are also Examiners. Daily, two other morning newspapers split the balance about evenly, while on Sundays, the other three out of every ten belong to competition.

That's one of the interesting and rather significant facts brought out by an analysis of the most recent official figures for various publications in the Los Angeles territory.

Expressing it in actual morning papers sold: The Examiner, in the city radius alone, daily sells over 123,000 papers against 87,500, and 84,500. Sunday it's 239,000 against 126,500. No smart advertiser in the Los Angeles territory can afford to overlook as many families as The Examiner's dominating reading group.

"Primarily the function of advertising as a business force," said Mr. McGraw, "is to interpret or expand a personality, whether of a product or of a service or of an industry. Products and services vary greatly in personality or distinctiveness. And it has long been recognized that a distinctive product has a decided advantage and security in the market. Excessive competition, with the squeezing out of normal profits, results from a surplus of identical or alternate products, or a surplus of products believed to be alternate.

"Advertising failures have resulted less from lapses in advertising technique than from advertising misapplied," Mr. McGraw stated. "Advertising cannot create qualities. Advertising cannot give market standing to a product where market value does not exist. It is sheer folly to assume that a product will take on compelling qualities if only they be claimed in advertising. Advertising can express, develop and amplify what is already present. It can stimulate the seed of product or service personality to growth and vigor. It cannot create the seed."

In acknowledging the honor bestowed upon him, Mr. McGraw said: "For myself and my colleagues in business-paper advertising, I pledge you our best endeavors in a continuance of study, research and experiment, to correct misapplication of advertising, to make it a still more effective tool of business and a still more beneficent agent in advancing the public welfare."

The obligations of advertising research were discussed in an address by Paul T. Cherington, director of research of the J. Walter Thompson Company. "Advertising research is a form of market research" according to the definition of Mr. Cherington. "It could not have developed in an age of under-production, and it would find meager material in a market made up of marginal consumers. But in present conditions

of production and consumption there is room for unbiased knowledge of the workings of this force for the modification of demand. And it is this which advertising research is called upon to produce.

"The responsibilities of advertising research," he declared, "are the responsibilities falling on any research. These are: To find the truth no matter how obscure; to



**GUY DE CHAULIAC**  
(1290-1358) was the first to take the opportunity for learning from the hands of suffering mountaineers. He considered his patients' responses by inhalation of vapor from sprays containing lettuce, opium, hound's foot and other drugs and dipped in hot water. In his memory he sought to promote strength, one of his methods being to connect the ear with a silver ligature, heated secretly over a superheated block of wood, and allowed to cool and to run through.

**D&G Sutures**

"WHICH ARE PRIMA WEL"™  
DAVIS & GECK INC.

AN ADVERTISEMENT FROM THE CAMPAIGN THAT  
WON THE INDUSTRIAL CAMPAIGN AWARD

recognize it no matter in what strange form it may present itself; to formulate it honestly; to state it unmistakably, and to reason from it remorselessly and without regard to prejudice."

The awards just made are the fourth since they were established in 1923 by Edward W. Bok. The number of entrants for 1927 is reported to have increased practically to double those entered two years ago. An entrant, it should be explained, may be represented by one advertisement or, in a case where consideration is



*In San Francisco...*

## Candy Maker Routs Ancient Superstition

**Alberta Candy Co. Doubles Retail Sales Outlets  
for Bulk Candies in First 4 Months  
with Newspaper Advertising**

Using the San Francisco Examiner exclusively, the Alberta Candy Company, Inc., has proved that bulk items can be readily sold through newspaper advertising, when a good sales plan and the proper medium are used. Unable to trade mark the candies themselves, Alberta offered them in trade marked bags. Special price inducements were offered at stated intervals.

Sales Records show that retail outlets increased over 100% within 4 months, and the public was induced to order Alberta candies by name in constantly increasing quantities. A letter from Mr. T. Connery, Sales Manager, follows:

"Last Fall we approached newspaper advertising with a great deal of skepticism, because it was the general idea among candy manufacturers that newspaper advertis-

### Honeycomb Chips

Wholesome and fluffy as only hand rolled  
business could possibly be. Crisp and  
fresh as a homemade cookie but from Ger-  
man's oven. Trademark with the tang of  
pure molasses and the rich aromatics of a  
chocolate coating. Pure and delicious, in a  
square bite, long-kept together with fine white  
cocoa as delightful in the bag Saturday Test  
Honey.



**39c**  
Saturday Special  
Honeycomb Chips  
39c  
For Sale at All Good Dealers

## Alberta

CANDY. "A TOKEN OF GOOD TASTE."

Alberta Candy Co., Inc. Makers of Fine Candies  
Also Pastry, Cakes, Creams and  
World Famous Candies

ing was hardly adapted to the peculiar problems encountered in our business.

"You will be highly gratified to learn that exclusive advertising in The Examiner, which was developed with a definite sales plan in view, has accorded us such a substantial business increase, that we shall continue our advertising on even a larger scale during 1928."

## San Francisco Examiner

Daily, 186,372 - - - Sunday, 360,764

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# Density

## vs.

# "Coverage"



*THE American Weekly* doesn't cover the country. There are ten thousand townlets that never see a copy.

It has practically no R. F. D. delivery. It doesn't penetrate Death Valley, Alaska, or the range lands.

But it bridges the continent from coast to coast, in fifteen mighty spans, which connect the *richest and stablest retailing* areas into a *single* efficient distribution system.

It restricts its spread to America's *spending* centers.

Its circulation is tucked in the "pockets of Uncle Sam's *ready-money* belt," where there's a steady wage or a regular income behind every reader's eye. *Also*, an available dealer within every neighborhood's reach.

For the *first* time, a national

medium has *surveyed* and followed a *selective* route of influence, and *confined* its sales to *metropolitan* communities and their rich *feeder* territory.

These are the *actual* "Cities of Cibola." Far richer than any mirage of legendary imagination—with the wealths of *mediaeval* empires crowded in their tills and strong boxes.

Here's where finance holds its reserves for "rainy days" and crises.

These are the *invincible* citadels of prosperity, which *panic* never seizes and *depression* cannot capture.

American Weeklydom lies snug and fast within the *safety* zone of trade and banking.

Its five and a half million families enjoy the *highest* average of *pay* and suffer the *lowest* rate of *unemployment*.

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Their earnings *don't* ride on *see-saws* with grain harvests and lumber sales and mining output.

Their jobs and expenditures *aren't* regulated by gluts and shortages.

They make and expend *billions* monthly—they live at *top* pitch, change clothes and cosmetics with the fashions, and *cars* with the *last* models.

*The American Weekly* serves this public *exclusively*.

Its twenty-five-million-reader-consuming-power can *compel* entrance to more than *half* the department stores, drug stores, and chain stores of the United States.

Most manufacturers able to afford *American Weekly* space have already secured *reasonable* representation for their goods.

The pressing problem is to *intensify* and *densify* that distribution—to *concentrate* production in stable territory—to sell by

ton, car and train-load, instead of case and dozen.

Red-ink bottles are full of deficits from smattered appropriations.

Steadily rising hotel, traveling and handling costs protest the *profit leakage* in piking shipments to Peeweeville and Podunk.

Experienced balance sheets *aren't* concerned at *rates*; their noses are buried in the *cost* of the *follow-up*.

That's where *net* figures lie—and disclose the *truth* too.

*The American Weekly* sells markets, not *maybe's*—delivers *demand*, not *nibbles*.

It *saturates* fields where salesmen's jumps are from *block* to *block*, not *county* to *county*.

Its merchants are the nation's *pace-makers* and *discount-takers*.

\$16,000 per color page. And production records say that the price is *low*.

# THE AMERICAN WEEKLY

Greatest  
Circulation  
in the World

A. J. Kobler, Pres.

*Read by 5,500,000 families every week*

Main Office: 9 East 40th Street, New York City

Branch Offices:

5 WINTHROP SQUARE  
BOSTON

1138 HANNA BLDG.  
CLEVELAND

101 MARIETTA ST.  
ATLANTA

WINGLEY BLDG.  
CHICAGO

11-250 GENERAL MOTORS BLDG.  
DETROIT

222 MONADNOCK BLDG.  
SAN FRANCISCO

753 BONNIE BRAE  
LOS ANGELES

sought for an entire campaign, by many pieces of copy. The number of pieces of copy submitted for consideration in 1927 was about 5,000.

Members of the 1927 Jury of Awards were:

M. T. Copeland, professor of marketing, Harvard Business School, chairman; Neil H. Borden, assistant professor of advertising, Harvard Business School; Frank Braucher, advertising director, Crowell Publishing Company, New York; George M. Burbach, advertising manager, St. Louis Post-Dispatch; J. K. Fraser, The Blackman Company, New York;

G. B. Hotchkiss, professor of marketing, New York University; Henry Lewis Johnson, president, Graphic Arts Company, Boston; T. J. McManis, assistant manager of publicity department, General Electric Company, Schenectady; Fred T. Singleton, Evans-Winter-Hebb, Inc., Detroit; H. L. Staples, president, Staples and Staples, Inc., Richmond, Va., and Henry H. Taylor, Taylor & Taylor, San Francisco.

Mr. Braucher, representing the jury, spoke on the subject of "Advertising from the Point of View of Publisher, Advertiser and Jury." In distinguishing these different points of view, he emphasized the seriousness with which the jury investigated the material to be judged, the soundness of the investigation upon which campaigns were based and the execution of the campaigns in terms of mediums, form of copy and the use of art and typography.

Other than the formal announcement issued to the press by the Harvard Business School, little information is obtainable regarding the points which determine the jury's selections. It has been explained that the jury divides itself into groups, each group examining entries in an allotted classification.

After a group has narrowed down its entries to three or so,

these selections are brought before the jury as a whole and the winner determined. In the case of the present awards, the jury devoted two days to its task, working right through luncheon and dinner.

The jury, it is stated, takes into account the specific problem which the advertisers had to face and en-

—and that's  
why women really  
PREFER it

Women have an instinct about food that seldom goes wrong. "Wesson Oil, for instance, has a pure, rich taste of its own. And so different from those—very delicious, but quite as likely to go bad as you.

Now when you heat a glass, hold it against the light. You know exactly what it is—100% pure more than.

That's because Wesson Oil is not only made from the finest oil that can be obtained, but because it is refined and stored and bottled and only the best, remaining food sources is left.

That's why Wesson Oil has the reputation of being the most reliable and the one with the very best of its own goodness. Indeed, it's so good the enemy, many people keep a can of it on the table and use it on their salads and vegetables, plain, just as it is.

Do you wonder that Wesson Oil has become almost universally the salad oil? That is because it does perform and delivers French dressing that even has property to a copy salad!



By Wesson Oil, You'll like it. It's good, just as good for you.

THIS WAS DEEMED THE "ADVERTISEMENT MOST EFFECTIVE IN ITS COMBINATION OF TEXT AND ILLUSTRATION"

deavors to differentiate between the jobs to be done, giving consideration to the manner in which difficulties are overcome. Plausibility of claims made for a product are carefully examined.

Complete campaigns must be entered by a principal, such as an advertiser or an advertising agency. This policy is followed because of the requirements that the entry be accompanied by a brief, outlining the advertiser's problem and the way in which the advertising is designed to meet it.

Individual advertisements, however, may be submitted by disinterested parties.





**I**T IS SIGNIFICANT  
that in so many Shrine  
families this publica-  
tion is not referred to  
as "dad's magazine" but  
as "OUR magazine"

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Every member of the Shrine is a  
reader of The Shrine Magazine.  
The circulation is in excess of  
600,000 copies monthly. *A  
distribution statement, by states,  
will be mailed upon request.*

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## THE SHRINE MAGAZINE

1440 Broadway • New York

Phone: Pennsylvania 7827

Tribune Tower  
CHICAGO

Little Building  
BOSTON



*There is  
no substitute  
for Continuity  
in Advertising*



Drubaker

DA

One Pa



**D**AY AFTER DAY, General Electric Refrigerator dealers tell their essential story to all the prospects in their own territories.

**General Outdoor Advertising Co.**

One Park Avenue, New York

Harrison & Loomis Sts., Chicago

Sales Offices and Branches in 60 other Cities

# ... and the LAST TEN FEET are the hardest

*"Within fifty feet of almost every important executive, sits a young man to whom that distance represents the most important journey he will ever take. No pioneer ever visioned more dramatic conquest, or followed more hazardous trails, or set out with firmer resolve than the man who would traverse this daring distance and be boss."*

**T**HE first forty feet yield to intelligence, to hard and conscientious effort, to enthusiasm. In the last ten feet the struggle tightens. Hard work is only part. Enthusiasm is no longer enough. Intelligence is necessary, but IDEAS become vital. The Road to Rome is strewn with the bleached bones of those whose bulging muscles carried on alone . . .

If you are a space buyer, an advertising manager, a contact man, a copy writer or a salesman, and the marketing of Shelter Products is part of your responsibility there is something in this advertisement for you. Something new. Something that will give you a lift. It won't make a boss out of you. It will only help!



Advertising today must produce more sales in less time than ever before. Advertisers are talking results, expecting them, and changing agencies if they don't get them. Scientific marketing, yesterday a rarity, is today a common necessity. Advertising is no longer bought and sold over the cup or on the fairway. Sales are the most powerful weapons in the world for getting business and holding it.

To make sales for advertisers the message must go where the buyers and those who influence buying are, and get there the shortest possible way. Waste circulation is a common and costly sin. The best insurance for tomorrow's sales is to move the product out of your distributor's hands today.

If you want to take a brand new idea to those of your clients who are advertisers of Shelter Products, write us today for full information about the NATIONAL SHELTER GROUP — COLOR SERVICE: a service that reaches the billion dollar market for Shelter Products with deliberate intensity, economy, directness, and with new profit for all.

With this information you can show them how to cut out waste—how to get their story right into the heart of the Shelter market—where it ought to go if "dealer influence" and "consumer demand" are the things wanted.

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NATIONAL SHELTER GROUP

Color Service

WALTER C. McMILLAN, Inc.

565 Fifth Ave., New York

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# How the Trade Commission Tames Trade-Mark Pirates

While the Commission Has Not the Power to Decide All Cases of Trade-Mark Infringement, It Is Permitted to Interfere When the Public Interest Is at Stake

THE Federal Trade Commission Act—which is the piece of Federal legislation that brought the Federal Trade Commission into existence—specifically declares that “unfair methods of competition in commerce are hereby declared unlawful.” It also declares that the Commission is “empowered and directed” to prevent such unfair methods.

That seems to define the scope of the Commission's powers rather explicitly until one begins to define “unfair competition.” Then it is promptly realized that just where the Commission's scope starts and finishes will never be known until one can accurately mark the boundaries of “unfair competition”—and that, it appears, will not be accomplished in this age and generation.

However, one point in connection with the definition of unfair competition which has been pretty well settled by this time—and a point, incidentally, with which many manufacturers have not even a speaking acquaintance—is, that under certain circumstances, the Commission has jurisdiction over trade-mark infringements. In other words, within certain limitations, the Commission has the authority to tell one manufacturer to “cease and desist” from unfair competition entailing the use of a certain trade name, package design or label which too closely simulates the wording or appearance of another manufacturer's. And the courts are likely to back up the Commission's order.

Now what does this mean to manufacturers? It means that if a specific case of trade-mark infringement involves actual deception of the public—if the public interest, and not strictly a few manufacturers' interests, is at stake—then the complaining manu-

facturer may frequently save expensive legal fees by invoking the jurisdiction of the Commission for relief. The Commission will conduct the entire case at the expense of the Government; it will issue a “cease and desist” order if one is justified, and it will go to court, if necessary, to compel enforcement of its order.

Still, as trade-mark attorneys well know, their means of livelihood are not threatened. As might be expected, there are certain decided advantages at times to the policy of going direct to the courts, instead of to the Commission. For example, an injured party cannot secure damages through the Commission. The Commission may be able to compel the trade-mark pirate to walk the plank, but it cannot force him to disgorge any of his ill-gotten wealth. Secondly, the complainant has no voice in the proceedings. The Commission issues the complaint in its own name and conducts the proceeding by its own counsel. All the complainant may do is submit whatever evidence he may be in a position to offer. And, of course, the Commission may act only in cases involving interstate commerce.

## A RECENT DECISION

Nevertheless, the machinery is there and one example of how it operates is indicated in a decision recently handed down by the Circuit Court of Appeals for the Second Circuit. The Federal Trade Commission was the petitioner in the case, and Paul Balme, trading under the name of B. Paul, the respondent. These, briefly, are the facts of the case:

Some time ago, the Federal Trade Commission issued an order against Paul Balme, directing him to cease and desist from certain practices found to constitute meth-

ods of unfair competition. Prominent among the practices complained of were simulation of trade name and package design. To be specific, the order directed Balme to cease and desist:

(1) From using the coined word "Oreal," either standing alone or in connection with any prefix thereto, as a trade name or descriptive name for a henna hair dye, when sold and distributed in interstate commerce; (2) from using the same word upon the containers in which the hair dye is sold or distributed in interstate commerce; (3) from using the coined word in advertising, either circular, newspaper, or magazine;

(4) From using on the container in which the henna hair dye is sold or distributed in interstate commerce the French words "la plante merveilleuse," or on any labels or circular or newspaper or magazine advertising henna hair dye in such a way as to confuse respondent's product with any competing product;

(5) From putting up the henna hair dye, sold and distributed in interstate commerce, by the respondent, in any container so similar in color and general appearance of lettering or device with that of a competitor as to confuse and mislead the public into believing that the henna hair dye of the respondent is one and the same as that of its competitor;

(6) From using, either on the label of the container in which the henna hair dye is packed or in advertising, false or descriptive words or phrases, such as "New French discovery," or "the only harmless coloring in the world," or phrase or phrases of similar import, when sold or distributed in interstate commerce.

This order, the court explained, was issued for the following reasons:

L'Oreal Henne is a mark or a name of a hair dye originally imported from France, but later manufactured in this country. The product was imported by one Lebeau, who advertised it extensively. He had later been granted the right to manufacture L'Oreal Henne and to use the trade-mark in this country, Canada and Mexico. The labels he used were exactly the same as those employed on the imported product.

Then Paul Balme, trading under the name of B. Paul, entered the field. According to the court, Balme "closely simulated the name and dress" of Lebeau's product. The latter's product was called L'Oreal Henne. Balme called his product Henne D'Oreal. The court states:

The charge of the Commission's complaint is that the respondent was marketing his product in packages which so closely resembled, in size, shape, color, and printed matter thereon, the general appearance of the packages of L'Oreal Henne, that the similarity was calculated to and did deceive the purchasing public under the ordinary conditions which prevail in the usual course of retail trade, and that purchasers were induced by such similarity of the packages to buy respondent's product upon the mistaken belief that it was L'Oreal Henne.

The Commission has made a finding of fact which supports this charge of the complaint. There is evidence to support the findings as to the shape, size, color, and printed matter on the package. The containers were about the same in material and size. The respondent adopted the same color scheme. His explanations as to why he did so were found unsatisfactory to the Commission.

There, apparently, is a trade-mark dispute exactly similar to any number that have been tried, and are being tried, in Federal courts throughout the country. The question now is whether or not the Federal Trade Commission has jurisdiction. In other words, is the Commission legally empowered to investigate and issue "cease and desist" orders in cases of this kind? The court ruled:

There is here presented the question of whether the public interest is concerned which would warrant the Federal Trade Commission prohibiting this respondent from competing in trade in this unfair manner, which strikingly affects his competitors.

Is it of sufficient public interest to warrant the Federal Trade Commission in issuing its cease and desist order? The purchasing public should be protected from deception, if that deception results in their securing an article or product which they did not intend to purchase, as well as where an article is misbranded.

L'Oreal is not a descriptive name of the product. When an artificial name has been adopted by a manufacturer, and he makes use of it in merchandising his product, such coined word is his sole property (Nims, *The Law of Unfair Competition and Trade Marks* [2d. Ed.], Sec. 53). False and misleading advertising is a dishonest practice, and amounts to unfair competition, of public interest, with which the Federal Trade Commission may deal. *Royal Baking Powder Co. vs. Federal Trade Commission*, supra.

The order of the Federal Trade Commission, adjudging the respondent guilty of unfair competition, is affirmed.

The decision handed down by the court is a long one and these extracts have been made solely to indicate the powers and limitations of the Commission in helping man-



# To Increase Business —

THE UNEQUALLED PRODUCTIVENESS  
of the advertising columns of The New York  
Times Sunday rotogravure news Picture Section  
comes from—

*volume of circulation—over 700,000 net paid.*

*high quality circulation.*

*beauty of reproduction by the rotogravure  
process.*

*intense reader interest in The Times unrivaled  
news pictures.*

*reader confidence in the censored advertising  
columns.*

Increase business volume in 1928 through ad-  
vertising in

## The New York Times

ROTOGRAVURE NEWS PICTURE SECTION

ufacturers to prevent trade-mark infringement. There is a second phase to this decision, however, and a phase which, from the legal standpoint is of the utmost importance, that has not been touched upon.

From what has already been reported of the case, it would appear that Balme had ignored the Commission's order entirely. That is not so. Actually, Balme did cease and desist from five of the six practices condemned by the Commission. The one which he did not obey is practice number five, and it was to compel observance of this section that the Commission brought the case before the Circuit Court of Appeals.

It appears that Balme is now calling his product "B. Paul's Henna." However, according to the Commission, he is still using a container design that is similar in color and general appearance to the lettering on the container used in marketing L'Oreal Henna. If this is so, then section five of the Commission's six complained about practices is not being observed. In fact, the Commission charges that the new container is calculated to confuse and mislead the public into believing that the henna hair dye of the respondent is one and the same as that of its competitor. It asked the court to direct Balme to cease and desist from violating section five.

However, the court pointed out that the Commission is purely a fact-finding body. "... it is not until the Commission presents a case justifying the charge of violation that action will be taken to punish." It also emphasized the principle that: "The statute does not impose any penalty for violation of the Commission's order, and the order is not binding until vitalized by the power of this court to punish for contempt, when the court shall have entered a decree affirming the order and commanding permanent obedience thereto, and it is not until the Commission presents a case justifying the charge of violation that action will be taken to punish."

It was because of this legal tech-

nicality that the court first found Balme guilty of unfair competition in connection with the original charges of the Commission. It is now up to the Commission, as a fact-finding body, to *prove* that Balme is still engaged in unfair competition by failure to observe section five of the Commission's order. In other words, the Commission must "present a case justifying the charge of violation" before "action will be taken to punish." The court has ordered the Commission to take proof for and against the charge it makes regarding violation of section number five and report to the court its findings as to the facts. If these findings indicate that there is confusion caused to the purchasing public, constituting unfair competition in trade, and that the interest of the public is involved, the court will hand down a ruling with regard to the violation complained of.

### Advanced by Consolidated Press

Morgan K. Cottingham, Central United States manager of the Consolidated Press, Limited, Toronto, in charge of the company's business papers at Chicago, has been made manager of that office. He will devote his time to the *Canadian Home Journal*, *Saturday Night* and *Ontario Farmer*.

Harvey L. Green has been transferred from the Toronto office to the Chicago office, succeeding Mr. Cottingham as Central United States manager of the business papers.

### New Accounts for J. H. Newmark

The Gillette Clipping Machine Company, New York, has appointed J. H. Newmark, Inc., New York advertising agency, to direct its advertising account. Farm papers will be used.

Lewis & Valentine, New York, landscape architects, have also placed their advertising account with this agency. Class publications will be used.

### H. A. Hunt, Sales Manager, "Electrical Merchandising"

Horace A. Hunt, formerly head of the marketing analysis department of the electrical unit of McGraw-Hill Publications, New York, has been appointed sales manager of *Electrical Merchandising*. He has been engaged in sales promotion and advertising work for the McGraw-Hill company since 1921.

ONCE there was a man in New York who used to read *all* of his Sunday paper



HE DIDN'T make much money and he didn't have much fun. The Sunday paper filled up the wide open spaces of an otherwise empty day.

But in the last few years this man has made a little more money, joined a golf club, bought a car and a radio and a victrola and a cocktail shaker. He has also learned how to play bridge.

Two new super-movie palaces have been put up in his neighborhood. And he has a flock of friends. He is just as busy on Sunday as he is any other day—busy enjoying himself.



In the last few years all the Sunday newspapers have prospered, too. They have expanded into section after section, too much to read in a day!

This man in New York still reads *all* of his Sunday paper—but his Sunday paper is now the Sunday News!

THE Sunday News is tabloid, small page, small size. It is condensed and compact. It can be carried without fatigue and read from cover to cover without eye strain, neglecting the children, missing church or meals. It is designed to be read—and read by *all* its readers. Its sections are few and all together—main news, roto, comics (and a Brooklyn section for Brooklyn circulation). It has the best newspaper features in the world, the best news pictures best printed, and lively pages of briefed and illustrated text.

For these and other reasons it is read by more than 1,425,000 families.

Fifty-nine percent of these people live in New York City proper, and constitute the *largest city* Sunday circulation in New York (839,341 copies, Jan. '28 average).

Seventeen percent of them live in the suburbs—the *largest suburban* circulation of any New York Sunday paper (244,977 copies, Jan. '28 average).

And the other twenty-four percent live out-

## Compare these Average Sizes of New York Sunday Newspapers for the year 1927

(Based on figures from New York Evening Post Statistical Department)

Paper	Number pages	Sq. in. to page	Sq. in. per issue	Adv. linage	% of Adv. per day
NEWS	113.85	146	16,644	60,917	10.1
Paper A	213.10	356	75,828	122,941	20.5
Paper B	163.38	356	58,028	135,974	22.6
Paper C	145.81	337	49,876	152,906	25.5
Paper D	115.38	337	38,755	127,820	21.3

The Sunday News has fewer pages. Smaller pages—about two-fifths the size of the old style paper page. Less printed surface to cover; other papers have from two to five times as much printed matter. Less advertising—by half. Consequently the advertisement has a better chance to be seen, to be read—in the Sunday News. And News advertising, only 10% of the total volume of New York newspaper advertising—goes to the largest Sunday circulation! Smaller paper, less to see or read; larger circulation; better advertising medium!

side of New York, largely on the Atlantic seaboard—the *largest country* circulation of any New York Sunday paper (344,446 copies, Jan. '28 average).

THE Sunday News has only from one-fourth to one-seventh the bulk and surface area of the big sized Sunday paper; and carries only from one-fourth to one-sixth as much advertising. Consequently it affords a splendid opportunity for advertisers who like to have their advertising read instead of buried. It brings advertising to the reader's eyes, rather than to preferred positions in a pile on the parlor floor.



And it doesn't cost a lot of money to make an impression in this paper; we make the impres-

sion for you because we make a readable paper. If you like to use high priced art in your advertising, we'll treat it gently, pleasantly and effectively in our rotogravure section.

Lastly—your money will buy more advertising in this paper than in any other, roto or run of paper. Get the facts!



# *Sunday News* Rotogravure *offers*

the finest pictorial  
presentation to the  
largest rotogravure  
circulation in  
America  
at the  
Lowest  
roto milline (\$2.03)  
in America



## THE NEWS

*New York's Picture Newspaper*

Tribune Tower, Chicago

25 Park Place, New York

# Chicago Drops the Advertising Racketeer in the Ash Can

The Bloom Fades from the Advertising Shake-Down in That City

By D. M. Hubbard

A SHARP young chap with a little nerve and imagination can still make a comfortable living in and around Chicago playing the advertising racket. If he can talk fast and learn to inject the smooth baritone accents of success into what he says, there will be plenty to give him a hearing.

Better still, if he can hint, not too subtly, that he has influence in high places to deliver as a bonus to advertisers, he will find business firms not at all hesitant about buying space in the medium he represents without the suspicion of a thought as to its advertising value. Best of all there is almost no risk.

According to the best figures to be had there are still about forty or fifty good "taps" in Chicago. They are companies, soft of head and heart, which will spend money to advertise in any publication that entertains and scares them with some variant of the Little Red Riding Hood story. Plant the wolf of jury duty or political disfavor in the offing. Promise protection from the wolf in return for an advertising contract. The "tap" will sign on the dotted line without hesitating.

One of the most polished of the racketeers interested in advertising is authority for the number of Grade A suckers extant in Chicago at the present time. They don't appear to mind spending from \$1,000 to \$4,000 a year for advertising in irregular mediums, he says. And the really smart solicitor ingenious enough to work up a good story once a month can take them just about that often for a page in some year book or civic review annual.

At that, times have changed. Where the game used to be almost a gold mine it has turned into little more than a good meal ticket. The bloom is off the advertising shake-down.

A little less than four years ago, the Chicago Association of Commerce, which has about 6,000 firms as members, turned its attention to the irregular advertising medium. During its long experience in cleaning fakers out of the ranks of the deserving charitable and philanthropic organizations soliciting business men for money, it stumbled on the advertising racket. The result was the formation of a Miscellaneous Solicitations Committee. Since that time, this committee has made it virtually impossible for representatives of worthless, irregular mediums to solicit successfully when and if advertisers invoke the committee's aid.

With the organization of a Better Business Bureau in Chicago about a year and a half ago, the advertising racketeers took a second stiff jolt, for the Bureau has been actively on the job making life a bit more uncertain for them. There are several hundred requests in the Bureau's files from advertisers for information about directories, year books, annuals and other irregular publications. Fortunately, the big majority of these requests came before, rather than after, the advertiser had signed any contract for space. So there was time to broadcast a warning and a considerable amount of money has thus been saved for legitimate advertising space that represents real value to the advertiser.

Going back a few years, it appears that the shake-down fraternity discovered the charity lode long before the advertising racket appealed to them. Business men were pestered so by some solicitors of questionable charitable societies that reputable organizations, dependent largely on gifts and subscriptions, found their existence threatened. The Association of Commerce in Chicago, realizing



how much money needed by charities was being diverted to the gyp artists, tackled the problem. It found more than 200 crooks making a soft living soliciting business houses. Nowadays, a so-called charity solicitor hasn't a chance of getting money unless his organization has qualified and put itself on the association's White List. And in the last fourteen years the income of the organizations on this list has more than tripled.

When it became evident that business men were signing advertising contracts "just to get rid of a solicitor" and buying space in some club or society program because customers urged it on them as "courtesy advertising," the association organized a Miscellaneous Solicitations Committee. This committee laid down a platform of three planks: 1, Do not advertise to help a cause; 2, Donate to help a worthy cause; 3, Advertise to help your business. To the representatives of any club or association publication who will supply data tending to establish their reliability, this committee will furnish credentials. If a business man is solicited to buy advertising in such a publication with which he is unacquainted or which he suspects is not all that it purports to be, all he has to do is ask for these credentials and explain that the company does not buy advertising space unless the publication has the association's endorsement.

#### KEEP YOUR NAME OFF TAP LISTS

What more of a preventive nature can the association do? If the advertiser helps buy \$6,000 cars for the racketeers after that, he has himself to blame. Even the advertiser who knows he is being cheated but who goes ahead thinking he is buying peace and safety fools himself. The chances are that the racketeer will tip off others in allied games until the victim finds himself on a half dozen tap lists.

Not many months ago a promoter signed up an organization of blind men in Chicago. They were planning a picnic or some

sort of gathering and he graciously agreed to pay them a small sum for the right to solicit advertisements for their program. He collected checks from scores of business houses. Whether or not the blind men ever learned anything from the program concerning the merits of the advertisers' products I don't know. If the advertisements did any good then someone must have read them aloud to the blind audience, because the program was not printed from Braille type.

Then there was a paper started by the Chicago local of what may as well be called the International Order of Sea Lion Trainers. It got along swimmingly until the Association of Commerce found that it and fourteen other so-called labor publications were published by one man. Of course he wouldn't apply for credentials. Only a few of his prospects ever embarrassed him by asking for them. And he didn't know the answers to the rather long list of questions on the application blank.

That application blank, by the way, seems a lot more imposing as a piece of construction than the Moffett Tunnel, the new Ford or the St. Lawrence waterway project. At the same time, there is no reason why any on-the-level organization getting out a program, a yearbook or what not should object to stepping up and answering its questions. On the other hand, it does try, in a courteous way, to tell the shake-down boys to hunt up another job. In four years, exactly nine organizations have furnished the Miscellaneous Solicitations Committee with the required data and demonstrated a reasonable and proper purpose.

There are about ten vanity publications in Chicago. As far as advertising is concerned they are unimportant, since they trade principally on the inflated ego. Some individual who admits he has arrived is approached and invited to give the publication the story of his success. He gives it. Then he naturally wants, or should want to buy several hundred copies of the publication. If he buys them,

# Reader Confidence

**L**OS ANGELES TIMES belongs to that great class of American journals which believe that clean news, wholesome interests and constructive influences are as necessary inside the pages of a newspaper as inside the walls of a home.

The Times, in company with the majority of other American papers, believes that morally it is prostitution to glorify degeneracy, and forgery to print knowingly that which is forged.

Every city in the country has one or more newspapers whose efforts and outlook correspond to that of the Los Angeles Times. It is a source of confidence to know that these papers almost without exception are the dominant papers in the homes of their respective communities.

Reader confidence cannot be measured, seen, or manufactured; but is a quality that can arise only from a sincere desire to speak and act in the deep and true interests of society.

Los Angeles Times is in a peculiarly favorable position to understand the power of reader confidence. Its plant was demolished by non-resident dynamiters; its whole complicated business organization thrown into confusion. But there was one asset which dynamite could not annihilate—reader confidence. The intangible quality restored The Times to leadership, and ever since has continuously kept The Times first in the homes and in the business circles of Southern California.

## Los Angeles Times

*Eastern Representatives:*

Williams, Lawrence & Cramer Co.  
300 N. Michigan Blvd. 285 Madison Ave.  
Chicago New York

*Pacific Coast Representatives:*

R. J. Bidwell Company  
742 Market St. White Henry Stuart Bldg.  
San Francisco Seattle

the story runs. If not, his vanity may be punctured, but at least his bank balance will be solid. Several more or less prominent politicians in Chicago recently agreed to buy 500 copies of a publication carrying success stories said to recapitulate their careers. Each was to have his photograph on the cover of the issue and each did—but only on the 500 copies he bought.

At the present time, the hardest and most persistent racket that advertisers are bothered with in Chicago is what has come to be called "judges books." Let us say Judge Sardex retires from the bench after a long and honorable term of service there. One day he is approached by an inquirer who has an interesting project to place before him. It is an invitation to act as counsel for a group of business men deeply interested in civic affairs. He will receive a stipend as honorary head of the organization and fees for directing the group's collection service.

The next scene is a boiler room—an office with ten or fifteen phones and as many young men scanning sizable lists of names, sucker lists. Several of them are talking in impressive low tones over the phones.

"This is Judge Sardex speaking. As a personal favor I'd like to have you take a page in the annual number of the *Municipal and Economic Era* in which I am deeply interested. It is only \$250 a page and your company will find it very much worth your while. You realize that many of our members are very good customers of your firm and they would like to know that you appreciate their patronage. In addition, our organization is well known to, and has a very strong standing with, the municipal authorities. Any time we can help you at city hall let us know.

"May I send my representative to talk with you?

"He will call within half an hour."

Now my acquaintance with judges is somewhat restricted but I never heard one talk like that. However, it is a fair sample of the way

these young chaps in the boiler factory keep it up hour after hour. Their "take" is usually 25 per cent of the amount of the contract for which the space calls. When they send a salesman out to close the contract, he usually gets an equal amount, and he is equally adept at promising confidentially all sorts of favors and immunities as part of his close.

One former judge protested to the Better Business Bureau that he had not known to what use his name was being put by the so-called association which he headed. Nevertheless, he has not withdrawn from the racket and the boiler room is still hammering away. Why not? There is nothing criminal about it. The directory or yearbook is actually printed, although only the insiders know the real size of the edition. The printers' lips are shut tight as to the size of the press run. If a prospect happened to ask one of the solicitors whether his publication belonged to the A. B. C. the latter would think he was being kidded. And he would be right.

#### WHY DO THEY DO IT?

Why will men who have enough ability to manage a profitable business divert to these jackal publications money which might be spent in real sales promotion work? Is it fear, the desire to seem a good fellow, or a belief that the space is really worth something? I don't know. What I do know is that when your phone rings and some one begins to talk crisply about advertising and something besides the opportunity to tell your product's or service's story to an audience that can buy it—when that happens the young fellow on the other end of the wire is counting on one of four things as a certainty: 1, You believe you can buy political favor; 2, You are as yellow as a carload of grapefruit; 3, You are just a plain sucker or sap who will fall for any story that sounds good until some one begins to ask questions; 4, You have so much money that you don't care how you spend it.

There is only one way to meet

Furni  
Broad  
Friday  
over W  
City, 2

For  
A.



[Temptation Purchases, that's what this furniture store calls the wares displayed in this department. And don't they look tempting? A good many thousands of dollars worth of merchandise flow through here in a year.]

WHEN casting about for new retail outlets for your merchandise, just remember that there is a new-old outlet which has proved a bonanza to many manufacturers. That is what was the old furniture store, now the furniture and homefurnishings department store. ¶ Here you will find almost everything which goes to make a house a home. The men who are in business here today are on-their-toes merchandisers—the old fogies you may have grumbled about are no longer in business, competition was too keen. ¶ Is what you make salable here? Ask us—we can tell you.

Furniture Record  
Broadcasts every  
Friday at 2:30 p.m.  
over WGL New York  
City, 294 meters

## FURNITURE RECORD

A Magazine of Better Merchandising  
for Home Furnishing Merchants  
GRAND RAPIDS, MICH.



For More Than 27 Years The National Magazine of the Furniture Trade

A.B.C.

A.B.F.

# "It Won't Be

The American Tobacco Co.

Bauer & Black

Bayer Company, Inc.

Cheramy, Inc.

Corn Products Refining Co.

First National Pictures

Kleenex Company

Kotex Company

Lambert Pharmacal Co.

Lehn & Fink, Inc.

Liggett & Myers Tobacco Co.

R. J. Reynolds Tobacco Co.

Smith Brothers

William Wrigley, Jr., Co.

Zonite Products Corporation

*"published for the*

**SMART SET**  
*Stories from Life*

119 West 40th Street, New York

Chicago Office, 360 N. Michigan Ave.  
San Francisco, 802 Kohl Building

# Long Now!"

**I**N the younger element's own jargon, "It won't be long now!" Smart Set has already been found a valuable producer by many prominent advertisers. Each month sees more of them adding Smart Set to their regular schedules.

They know that Smart Set reaches the younger buying element—people in their twenties and thirties whose needs are changing almost daily, people who demand new things and new ideas in the clothes they wear, in the food they eat, people who are buying automobiles, kitchen cabinets and radio sets.

"It won't be long now!"

And it doesn't take advertisers long to get their message across to Smart Set's younger crowd. They're extravagant in their expenditures. They possess acquisitive, unprejudiced buying appetites. That's why Smart Set produces sales at the lowest cost for so many advertisers.

4,000,000, not the 400"



the solicitor whose publication looks as if it might be a racket. That is with chin up and a definite show-me attitude. Most of the shake-down boys are one-call salesmen. They won't come back if the prospect wants time to make inquiries about them.

In some cases the situation may be bad enough to warrant some sort of organization on the part of businesses in the same field to outlaw publications which have no advertising value to sell. Most Chicago banks refuse point blank nowadays to buy space in any one-time publication. They will contribute to approved charities but reserve their advertising dollars for mediums which they know carry no trace of taint or suspicion. In one Western city the banks through a joint committee have drawn up a list of twenty-five kinds of advertising and mediums which they have pledged themselves not to use. This sort of co-operation among banks and financial houses seems to be a growing movement and one which other businesses might study. Reports from 144 cities made to the Financial Advertisers Association indicate that eighty of them are organized to spend their advertising budgets in mediums that are demonstrably bona fide.

About a million dollars slips into the racketeers' hands each year in Chicago, the local Better Business Bureau estimates. The boiler-room boys and their promoters get by very comfortably on that but frankly their prospects are not good. The Association of Commerce's committee and the Better Business Bureau are squared off ready to tell any inquirer the facts regarding any medium soliciting him in a suspicious manner. Their service is free and just as fast as advertisers will let them they are ready to lend a hand in carrying the advertising racketeer out and dropping him in the ash can.

#### Aluminum Ware Account to Newark Agency

The American Aluminum Ware Company, Newark, N. J., has placed its advertising account with the Joseph E. Hanson Company, advertising agency of that city.

#### Capper-Kelly Bill Meets Department Stores' Complaint

MOSER & COTINS  
UTICA, N. Y., FEB. 8, 1928.

##### Editor of PRINTERS' INK:

Referring to the interesting article ["A Department Store Complains about Profit Margins on Advertised Brands," January 26 issue] by D. F. Kelly, president of The Fair, Chicago, proposing that advertised brands would be more popular in department stores if they involved a reasonable profit to the store.

I believe Mr. Kelly is arguing, perhaps unconsciously, in favor of the passage of the Capper-Kelly price maintenance bill.

The problem goes deeper for solution than Mr. Kelly proposes. It is an axiom among manufacturers that the more profit allowed the retailer, under present conditions, the more is a product used as a "football" or cut-price leader. If a manufacturer aims to establish a retail price and then allows say 40 per cent for the department store, he will usually find the store is completely ignoring the suggested retail price and featuring his product at a ridiculously low price.

This is entirely voluntary on the part of the stores. They give away their margin of profit for their own advertising purposes, and often to the detriment of the manufacturer.

In my opinion passage of the Capper-Kelly bill will accomplish what D. F. Kelly seeks, helping to reduce selling and advertising costs for department stores while producing a reasonable margin of profit on advertised goods, and it will solve many of the vexing problems of the advertising manufacturer.

MOSER & COTINS,  
T. E. MOSER.

#### W. A. Haupt Joins Patterson-Andrew

William A. Haupt, for the last twelve years president of the Fonda-Haupt Company, Inc., New York, and, prior to that, with Lord and Thomas and the Frank Presbrey Company, is now with the Patterson-Andrew Company, Inc., New York advertising agency.

#### Engraving Account to Atlanta Agency

Harcourt and Company, Louisville, Ky., engravers, have appointed Eastman, Scott & Company, Inc., Atlanta advertising agency, to direct their advertising account. An advertising campaign in ten Southern cities is planned.

#### J. L. Shilling with Rayner Lithographing Company

J. L. Shilling has been made general manager of the Rayner Lithographing Company, Chicago. He was formerly secretary-treasurer of the Lammers Shilling Company.



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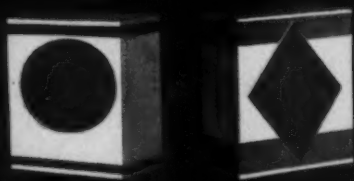
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**HOT-BED**

Competition



Your Lithographed Labels  
Metal Packages, Tickets and Ads

*Will* they FIRE DESIRE  
on SIGHT!

Your products should fire a  
desire to be purchased.

They should "leap" from the  
hotbed of competition — the  
dealer's shelf, counter, or win-  
dow—where they are displayed  
alongside of competing prod-  
ucts.

That's why advertisers specify  
"Lithography" for this and for  
other kinds of advertising  
which must attract — direct  
mail, store displays, stationery  
and billing forms, posters,  
blotters, greeting or post cards,  
and photo-lith.

Labels, cartons,

and—

E



Phone, wire or write for  
a Lithograph Salesman

Due to years of special-  
ized training, he can sug-  
gest material which is cor-  
rect in design, individual,  
and properly produced.  
His work with others will  
benefit you.



# Lithography

Advertising that follows through to sales

# Lithography



Your letter, folder, greeting or post card in the home

Your outdoor advertising on the way

Your window display at the dealer's

Your inside store display at the point of sale

Your label or carton—the actual sale

**Advertising**  
*that follows  
through  
to*  
**SALES**

*M*ake it a practice to call freely upon your lithographer for advice. A competent representative will gladly discuss with you any problems you may have.

**Committee for Advertising Lithography**  
104 FIFTH AVENUE, NEW YORK CITY







# Super-Advertising and the National Better Business Bureau

It Is Ready and Willing to Do All in Its Power to Help Industries with Their Super-Advertising Problems

As told to C. B. Larrabee

By Edward L. Greene

Director, National Better Business Bureau

**C**ONCERTED action among the leaders of the various industries which are affected is the best answer to the problem of super-advertising. Nothing can be gained by sporadic or half-hearted action by unorganized groups. The experience of the National Better Business Bureau in dealing with the various problems with which we have had to deal during the last few years has convinced me that no corrective measures that are worth anything can accomplish what they should unless there is a general consensus of opinion for clean advertising among the leaders of the industry which is trying to clean up.

But even if the desire to clean up is present and even if the majority of the individuals in an industry are behind any corrective movement, such a movement is likely to be abortive unless there is some unprejudiced agency to which the industry can turn for aid. This agency should, I feel, have had experience in handling similar problems and because of this experience be able to eliminate a lot of the unnecessary waste motion which is almost certain to be applied if the group which is gathered together is without experience in work of this kind.

I believe that the National Better Business Bureau is in a position to offer manufacturers the kind of unprejudiced, experienced, outside help that industries need when they come to the problem of eliminating super-advertising.

At the outset I want to correct a misapprehension which I am certain exists in the minds of a great many manufacturers who know something about the work

of the National Better Business Bureau. Our organization has done a great deal of "police" work in cleaning up nasty situations and of this work we are duly proud. It was necessary that we should act as "policemen" in dealing with fraudulent practitioners.

However, it is not true that the National Better Business Bureau only steps in after the "crime" has been committed. In fact, we should much prefer to be able to work with an industry or a manufacturer before that industry or manufacturer has stepped out of line rather than afterward, when the only solution of a nasty mess is drastic action. It is unfortunate, in a way, that conviction is news while correction is not. If we can convict two or three furriers in Boston, for instance, that is news. If we work with the entire fur industry so that the practices which caused the conviction of the Boston furriers be eliminated and if we are successful, that isn't news. Yet more and more as time goes on is our work becoming corrective rather than, to coin a word, convictive.

Some of the industries to which we have offered our help in correcting bad conditions and which have accepted our offers are furs, radio, insulation, blankets, infants wear, correspondence schools and hosiery. In each case we have been able to work with the leaders of those industries to accomplish a program which has been aimed to correct bad conditions that tended to destroy public confidence in those industries.

For instance, in the hosiery industry we have been of help in working out a system of branding

seconds which were formerly offered in many instances without any marking whatever and frequently sold as firsts. In the insulation industry we have helped to draw up standards of practice which are aimed among other things to get advertising claims of heat saving on a definite, scientific basis. In the fur industry we have helped to do away with a great deal of loose use of trade terms by inducing the dealers and dyers to name the actual pelts. With the blanket and infant wear manufacturers we are working out plans whereby the term "part wool," for instance, will be eliminated. Formerly, "part wool" might mean anything from 1 per cent to 50 per cent wool. We are seeking a method of branding the exact amount of wool in the product.

All of this work has been corrective rather than convictive. All of this work has had two purposes, to benefit the consumer and to benefit the industry. Those are the same purposes we must have in mind if we are to correct super-advertising.

I have been asked how the National Better Business Bureau works when it has a specific problem before it and I have found that frequently the inquirer has the picture of our organization as the villain in the old-fashioned melodrama who shouts, "Stop! Or I fire."

There is no better way that I can explain our work than by describing a typical case. For reasons of policy I shall not name the industry involved.

The industry is comparatively new and has grown rapidly during the last decade. This rapid growth brought certain evils which are almost always to be found in an industry which expands swiftly. One of these evils was super-advertising in the form of claims which were based not on any scientific standards of comparison but rather on what the various manufacturers thought or hoped their products might do.

One of the pioneers of this industry came to us several years

ago, explained the situation and asked us what we could do. At the time we were not so well organized as we are now and so we had to postpone action. However, the time soon came when we were able to offer our good offices as mediators.

#### CARDS ON THE TABLE

With the help of the manufacturer who had first approached us we got in touch with the leaders of the industry and called a conference. At the first conference all cards were laid upon the table and there was a frank discussion of what the industry needed. Some concrete suggestions were made and a program outlined.

We then began to work. We made a thorough investigation of the industry with particular emphasis on the evils which were disturbing its members. We sought for some method of standardizing claims, for instance, and worked with engineers who had been appointed for that purpose.

There were several meetings of the industry at each of which progress reports were made and suggestions received for further conduct of the investigation.

Finally, the results of our investigation and the recommendations of the leaders of the industry were collated and we were able to present a definite program of standards of practice. These standards were submitted to the industry at a final meeting and, after certain revisions had been made, were accepted.

Any manufacturer within the industry who subscribes to the standards of practice and who lives up to them will be conducting his business on a sound basis. He will not be engaging in unscrupulous competitive measures nor will he be making advertising claims that are not based on facts. In the standards of practice are set down certain definite restrictions which make it impossible for one manufacturer to make claims based on one sort of data while another manufacturer makes even more extravagant claims basing them on different data. In

*The Only Newspaper in Saginaw and Saginaw County*

# THE SAGINAW DAILY NEWS

**DAILY AND SUNDAY**

## *f*acts About **SAGINAW**

*Population*  
**75,688**

*Homes*  
**17,556**

*Families*  
**18,619**

**SAGINAW DAILY NEWS**  
*Circulation*  
*City*  
**18,500**

*Suburban and Rural*  
**7,656**

*Average Employees*  
**17,500**

*Savings Deposits*  
**\$22,984,558**

*Wages Paid Annually*  
**\$24,000,000**

**Average Net Paid**  
**DAILY**  
**CIRCULATION**  
**26,156**

*A. B. C. Net Paid Year 1927*

Shoppers for the homes in this great Saginaw Valley territory rely upon the Saginaw Daily News as a buying directory.

Saginaw, Michigan's fourth city, is the center of the fertile Saginaw Valley, which has always been the source of wealth and prosperity. Its fine stores are liberally patronized by the entire population.

**How Many of the 35,000**  
**Families in This Trading**  
**Area Buy Your Products?**

Saginaw is a splendid market and should be on every national advertiser's schedule for 1928.

**Average Net Paid Circulation January 1928—27,177**

⌞ This is the fourth of a series of advertisements featuring the principal cities of the Booth Newspaper Area. Watch for other announcements in next week's issue. ⌟

## **THE BOOTH PUBLISHING CO.**

Grand Rapids Press   Saginaw Daily News   Jackson Citizen Patriot   Muskegon Chronicle

Flint Daily Journal   Kalamazoo Gazette   Bay City Daily Times   Ann Arbor Daily News

I. A. KLEIN, Eastern Representative  
50 East 42nd St., New York

J. E. LUTZ, Western Representative  
6 North Michigan Ave., Chicago

this way super-advertising within that industry has been eliminated.

That is typical of the simple process by which the National Better Business Bureau can help any sick industry.

My brief description has not touched on the backing and filling, on the heated arguments, on the opposition to various measures which were a part of the conference and, I might say, an expected part. I have seen reputable manufacturers, eager to correct evils within their industry, almost throw over an entire program because one minor feature of that program trod upon what they considered were their rightful prerogatives. It is at this point that the organization outside of the industry can be so helpful. It can give the recalcitrant manufacturer the outside viewpoint and show him that what is in reality a forward-looking reform is not what he fancies it to be, an attempt by his competitors to stifle his activities.

The process, of course, will vary with each industry. Sometimes we have to start in a small way, with only one or two manufacturers working together. Gradually we are able to extend our activities until almost the entire industry is included. At other times, we are able to commence at once with the backing of a large majority of the leaders of an industry. In handling the problem of super-advertising I believe that we shall have little trouble in making our first meetings representative of the majority. From my talks with national advertisers and from my experience in Better Business Bureau work I know that today many advertisers are sick and tired of super-advertising and will welcome any sensible solution which will be binding upon an industry as a whole.

"All very well," I am sometimes told. "You have the standards of practice. You have the backing of many companies within the industry. But I don't just see how you are going to enforce those standards. How about the manufacturer who steps over the traces? Suppose he violates the

standards and yet at the same time stays within the law? What measures can you use to keep him from violating the program of his industry?"

Enforcement, I often think, is the easiest part of any program. It is really the program that counts. Once the majority of manufacturers in an industry have subscribed to the program it is easy enough to isolate the offenders. It is where there are no standards that you have a problem.

For instance, recently a food product manufacturer came to me with a complaint. In his industry the word "baked" means a great deal to consumers and practically all the products in that industry are baked by special processes. At the present time there is an advertiser who is using a different process and is not baking the product. Yet in his advertising he implies that he is selling a baked product. There is nothing particularly heinous about this type of advertising crime but there is no doubt that the advertising is unethical and unfair both to competitors and to consumers.

This industry, however, has no standards of practice on general publicity. It has no organization. There is no code to which the manufacturers can subscribe. Therefore, the offending manufacturer is difficult to deal with. We have to depend a great deal on his conception of right and wrong. Any efforts to touch him would seem to those who have not thought the matter out carefully that we were going out of our way to chastise for a trivial transgression. Yet the truth of the matter is that it is just this sort of thing that is hurting advertising most. If there were organization and a definite code, however, the offender could very easily be brought into line.

Before an industry can hope to penalize the offenders it must first realize the need for reform. Then it must organize. After organization comes identification of the offenders and once you have identification, correction is easy.

The enforcement of standards of practice doesn't come from the

PHOENIX, ARIZ., February 23, 1928. Forty thousand acres of land will be brought into cultivation in the Beardsley tract 40 miles from Phoenix, with the completion of the Carl Pleasant dam which will soon be dedicated. The dam represents an initial investment of \$5,000,000 and the development company expects the program under way to involve \$50,000,000. The dam is the largest multiple arch dam ever built for irrigation purposes and the completion of this project was the occasion of a monster celebration. This land is said to be ideal for citrus growing.

## Arizona Daily Newspapers Circulations

ARIZONA REPUBLICAN-PHOENIX-SUNDAYS	25,750
ARIZONA REPUBLICAN-PHOENIX-DAILY	24,116
ARIZONA GAZETTE-PHOENIX	12,867
ARIZONA STAR-TUCSON	8,076
TUCSON CITIZEN-TUCSON	5,937
BISBEE REVIEW-BISBEE	4,005
PRESCOTT COURIER-PRESCOTT	3,642
JOURNAL-MINER-PRESCOTT	3,335
DOUGLAS DISPATCH-DOUGLAS	2,973
WINSLOW MAIL-WINSLOW	2,737
NOGALES HERALD-NOGALES	2,618
MIAMI BULLETIN-MIAMI	2,575
ARIZONA SILVER BELT-MIAMI	2,150
YUMA SUN-YUMA	2,015
ARIZONA RECORD-GLOBE	2,000
ARIZONA SENTINEL-YUMA	1,846
BISBEE ORE-BISBEE	1,800

The Arizona Republican's dominance in circulation in Phoenix and in Arizona has come from the merit of the newspaper and its service to the readers. No premiums, schemes, or subscriber contests are used. Besides thoroughness of circulation coverage, the Republican offers advertisers the highest degree of reader interest and confidence.



*Typography That  
Sets Up An Ideal*

# Typography Executed By Our Members Is The Best In The World.

Compare foreign advertising composition with ours and you will admit, as even Europeans do, that America's best is the best in the world. Our members have made it so. Our members mean to keep it so. No one may join the

## Members Of ADVERTISING TYPOGRAPHERS OF AMERICA

AKRON TYPESETTING CO.  
42 Cherry Street . . . . . Akron

ASSOCIATED TYPOGRAPHERS, INC.  
460 West 34th Street . . . . . New York

BERTSCH & COOPER  
154 East Erie Street . . . . . Chicago

J. M. BUNDSCHO, INC.  
58 E. Washington Street . . . . . Chicago

E. M. DIAMANT TYPOGRAPHIC SERVICE  
195 Lexington Avenue . . . . . New York

WENDELL W. FISH  
919 Union League Building . . . . . Los Angeles

FROST BROTHERS  
307 West 25th Street . . . . . New York

DAVID GILDEA & Co., INC.  
22 Thames Street . . . . . New York

MONTAGUE LEE Co., INC.  
313 West 37th Street . . . . . New York

FREDERIC NELSON PHILLIPS, INC.  
314 East 33rd Street . . . . . New York

PROGRESSIVE COMPOSITION CO.,  
Ninth at Sansom Street . . . . . Philadelphia

STANDARD ADVERTISING SERVICE  
250 West 40th Street . . . . . New York

EDWIN H. STUART, INC.  
423 First Avenue . . . . . Pittsburgh

With

SUPREME  
229 West  
TRI-ARTS  
27 East  
TYPOGRAPH  
209 West  
THE TYPE  
75 N. N  
TYPOGRAPH  
417 Pic  
KURT H.  
215 East  
WARWICK  
617 No

Advertising Typographers of America unless (1) He has character and responsibility; unless (2) He possesses demonstrated skill and modern equipment; unless (3) He subscribes to an inflexible code of ethics; unless (4) He gives proof that he is in business for keeps; for service to his customers and for honor to his guild, not merely for personal gain.



*Typography That  
Sets Up An Ideal*

**With National Headquarters At 461 Eighth Avenue, New York**

**SUPREME AD SERVICE**  
229 West 28th Street . . . . . New York

**TRI-ARTS PRINTING CORP.**  
27 East 31st Street . . . . . New York

**TYPOGRAPHIC SERVICE CO. OF NEW YORK, INC.**  
209 West 38th Street . . . . . New York

**THE TYPOGRAPHIC SERVICE CO.**  
71 N. New Jersey Street . . . Indianapolis

**TYPGRAPHIC SERVICE CO.**  
417 Pico Street . . . . . Los Angeles

**KURT H. VOLK, INC.**  
215 East 37th Street . . . . . New York

**WARWICK TYPOGAPHERS, INC.**  
617 North 8th Street . . . . . St. Louis

**GEORGE WILLENS & Co.**  
457 W. Fort Street . . . . . Detroit

**S. WILLENS & Co.**  
21 S. 11th Street . . . . . Philadelphia

**WOODROW PRESS, INC.**  
391 West 32nd Street . . . . . New York

**AD SERVICE Co.**  
313 West 37th Street . . . . . New York

**ADVERTISING AGENCIES' SERVICE Co.**  
313 West 37th Street . . . . . New York

**THE ADVERTYPE Co., INC.**  
345 West 39th Street . . . . . New York





# Few Figures...and No Hokum!

In Portland, Oregon  
(For the Year 1927)

## LOCAL DISPLAY LINAGE

Journal GAINED	Oregonian LOST	News LOST	Telegram LOST
46,158	866 040	8,344	595,266

## NATIONAL DISPLAY LINAGE

Journal GAINED	Oregonian LOST	News GAINED	Telegram LOST
183,050	61,180	22,442	265,608

## TOTAL DISPLAY LINAGE

Journal GAINED	Oregonian LOST	News GAINED	Telegram LOST
229,208	927,220	14,098	860,874

*The Journal led every Portland paper  
in Total Paid Display linage!*

# The JOURNAL Portland-Oregon

**BENJAMIN & KENTNOR COMPANY....** Special Representatives

NEW YORK—2 West 45th St. CHICAGO—203 North Wabash Ave.  
PHILADELPHIA—1524 Chestnut St.  
SAN FRANCISCO—58 Sutter St. LOS ANGELES—117 West Ninth St.

(The Journal maintains an efficient Merchandising Service Bureau,  
at your disposal for surveys, charts, data, etc.)



National Better Business Bureau alone. It also comes from the support of members of the industry and from the people with whom offenders have dealings.

For instance, in certain industries which we have helped, the leaders are sending to their retailers a description of the standards of practice and showing retailers what those standards mean. Once we get enough manufacturers doing this the offenders against the standards are easily identified by retailers. This means that a great majority of the reputable dealers will not buy from offenders and if a manufacturer cannot sell he cannot stay in business. His only recourse is to sell to less reputable dealers and this means expensive business all around with a consequent loss of customers among the influential people whose trade is important.

But enforcement won't come alone from the sources named. So far as super-advertising is concerned enforcement is also a problem for agents and publishers.

I have talked with several publishers recently and find them all violently opposed to super-advertising. Many of them feel, however, that their hands are tied.

"We do set up certain provisions of censorship," one publisher told me, "but we do not see how we or anybody else is being benefited a great deal by these provisions. Certainly they are not making any great dent in super-advertising. Every dollar's worth of business that we throw overboard is going somewhere else.

"And even though we are rigid in our censorship we are faced with a difficult problem. In many cases we have no means of knowing whether or not a manufacturer's claims are justified. We have no standard of measurement for claims. The best we can do is to use our own often hazy judgment. Experience has taught us that frequently we have been unfair in our censorship. On the other hand we have found on some occasions that we have let unjustifiable claims get by us because to our judgment they seemed plausible."

If an industry has standards of practice which set down a definite, scientific basis for advertised claims the publisher no longer need trust his judgment, which is often faulty because no one can expect any publisher to be thoroughly familiar with the basis of claims used by all the varied businesses which advertise in his pages. With standards of practice to work from the publisher has a good yard-stick by which to measure the believability of advertised claims.

If the publisher finds that advertising violates those standards he can turn it back to the advertisers, saying, "This is not my judgment, but the judgment of your industry." That is what I mean by enforcement by identification.

#### HELPFUL TO THE AGENT

The standards of practice are also helpful to the agent. While there are agents who like the whoop and bang of super-advertising since it gives them the opportunity to substitute flamboyancy for brains, a great majority of agents are, I believe, disgusted with super-advertising. Yet there are agents who write super-advertising at the urge of clients who are mistaken enough to believe that the only way to meet competitive super-advertising is by going competition two or three better.

If there are definite standards, the agent can show his client the will of the industry and point out that by stepping out of line the client will be doing his own business irreparable damage. It is in this way that the agent becomes an enforcer of rules against super-advertising.

The great danger to any program designed to stifle super-advertising is the complacent tolerance exhibited toward the practice by advertisers, agents and publishers who are not themselves believers in the practice or who are not conscious of its insidious and contagious character.

"Oh, well," they say, "a little exuberance, an occasional overstatement is to be excused for

after all, advertisers do have to get attention."

This is the attitude that the National Better Business Bureau, and the local bureaus affiliated with us, have had to fight always. Even in local conditions, where it was a question of cleaning up rotten practices among a few retailers, we have found this complacent attitude one of the obstacles among some reputable merchants. Not until we were able to convince these merchants that those bad practices were reflecting on all merchants and were weakening consumer confidence in all merchandise were we able to shake them from their complacency.

Nothing can be accomplished against super-advertising until this complacency is eradicated. Far-seeing business men understand the great danger of super-advertising in its fight against the believability of all advertising. They are no longer complacent. Instead, they are becoming militantly opposed to super-advertising and all that it implies. Opinion against this practice is gradually crystallizing. In the National Better Business Bureau we have watched this crystallization and believe that the time is ripe for industries to take definite steps against super-advertising.

The National Better Business Bureau has the mechanism which will help any industry to reform its advertising practices. It has the experience which will eliminate a lot of the lost motion that is inherent in inexperienced efforts to get reform. It is able to see evils which manufacturers inside an industry do not realize are one-half so vicious as they really are. Moreover our organization is proud of its record in helping industries in eradicating super-advertising, misbranding, unethical competitive practices and other evils.

Super-advertising is one of the most insidious and most vicious evils which besets business today. The National Better Business Bureau is ready and willing to do all in its power to help industries arrive at a satisfactory solution

of their super-advertising problems. After all, the basic program of the bureau is in assisting industry to arrive at a common understanding of advertising accuracy and thereby possibly an organized support for the elimination of the super-advertiser or the purveyor of frauds.

### H. J. Mahin Starts Own Business

Harold J. Mahin has resigned from the General Outdoor Advertising Company and has opened an office at New York as a special representative of outdoor advertising plants. Among the companies he will represent are the Morton Advertising Company, Baltimore, H. H. Packer, Cleveland, and the Toledo Poster Advertising Company, Toledo.

Mr. Mahin was sales manager of the former O. J. Gude Company until it was bought by the Poster Advertising Company. For several years he was sales manager of both companies until they were merged in the General Outdoor Advertising Company. For the last few years Mr. Mahin has been in charge of advertising agency sales for the latter company.

### American Automobile Association Plans Campaign

The American Automobile Association, Washington, D.C., is planning an advertising campaign for 1928, using magazines and newspapers. The newspaper advertising will take the form of a campaign which will be submitted for use by the 958 individual automobile clubs affiliated with the Association.


The Campbell-Ewald Company, advertising agency, has been appointed to direct the advertising account of the American Automobile Association.

### G. R. Kinney Acquires "Educator Shoe" Trade-Mark

The G. R. Kinney Company, New York shoe manufacturer and distributor, has acquired the use of the trade-mark, Educator Shoe, from Rice & Hutchins, Inc., maker and distributor of the Educator Shoe. All manufacturing and distribution rights of this shoe will be turned over to the Kinney organization. The Rice & Hutchins company is liquidating its business.

### Mitchell Dyer with Gale & Pietsch

Mitchell Dyer, formerly assistant advertising manager of the Holeproof Hosiery Company, Milwaukee, and of the Wahl-Eversharp Company, Chicago, and for three years advertising manager of the A. G. Morse Candy Company, also of Chicago, has joined Gale & Pietsch, Inc., Chicago advertising agency.



## One Thing Leads To Another

Everyone in business knows that the satisfied customer is the best advertisement anyone can hope to have. He gives "third-party" evidence—disinterested, unbiased.

Some time ago our Direct Mail Department planned and produced a national campaign for a unit of one of America's greatest industrial organizations. This campaign was successful even beyond the expectations of the customer.

Recently another unit of the same organization came into the market for a national direct mail campaign.

On the recommendations of the first unit our Direct Mail Department was called in, and in competition won out on plan, ideas and printing.

Our success with unit one led to a contract with unit two. And so one thing leads to another—*when you deliver the goods.*


Calling Worth 9430 will start us on our way toward delivering the goods for you.

*Isaac Goldmann Company*  
ESTABLISHED 1876

PRINTING OF EVERY DESCRIPTION

80 LAFAYETTE ST.  
NEW YORK, N.Y.

TELEPHONE  
WORTH 9430



# It takes two keys to

Boston is unique among American cities. Rated as the country's fourth largest market, the Boston trading area is exceeded in density of population by New York only. The Boston territory is compact. Within a fifteen-mile radius from City Hall nearly two million people live and work and buy. They constitute the Boston that interests the advertiser. But this great market is divided—the cleavage is as sharp as if an insurmountable barrier had been erected between the two groups. This separation is, however, mental—not physical. Just as the forty towns and cities that compose Business Boston are separated by a street here, a railroad there—so the preferences and buying habits of Boston's population are divided by heredity, tradition and by environment.



Advertising Representative:  
GEO. A. McDEVITT CO.  
250 Park Ave., New York, N. Y.  
914 Peoples Gas Bldg.,  
Chicago, Ill.



For six years the *Herald-Traveler* has been first in National Advertising, including all financial, automobile and publication advertising, among Boston newspapers.

# Key to open Boston

There is no master key to Boston for no one Boston newspaper appeals to both groups of Boston's divided populace. The Herald-Traveler is the overwhelming favorite with one group while three other Boston newspapers share preference by the other group. The Herald-Traveler group is by far the more important of the two—in per capita wealth and buying capacity. The national advertiser who is contemplating the Boston market must keep these facts in mind—that the Boston market is divided; that no one newspaper covers both groups; that one of these groups can be reached through the Herald-Traveler only; that the other group may be reached by one of several Boston newspapers.

## BOSTON HERALD-TRAVELER

Advertising Representative:  
GEO. A. McDEVITT CO.  
250 Park Ave., New York, N. Y.  
914 Peoples Gas Bldg.,  
Chicago, Ill.



For six years the Herald-Traveler has been first in National Advertising, including all financial, automobile and publication advertising, among Boston newspapers.

# About Cosmetics



The women of smaller town America are trying to find out just what cosmetics are best for them to use.

How do we know?

By the questions our readers ask us.

A modern up-to-date beauty editor makes this one of our most important departments.

The beauty-minded members of 700,000 families prefer

## The HOUSEHOLD JOURNAL

IRA E. SEYMOUR, *Advertising Manager*  
BATAVIA, ILLINOIS

*Chicago Office*  
Rhodes & Leisenring, *Managers*  
Bell Building, 307 Michigan Blvd.  
Central 0937

*New York Office*  
A. H. Greener, *Manager*  
116 West 39th Street  
Room 825

CHARTER MEMBER OF AMERICAN HOME MAGAZINE PUBLISHERS

## Florida as an Advertiser

UNIVERSITY OF FLORIDA  
GAINESVILLE, FLA.

Editor of PRINTERS' INK:

I am anxious to secure all the back numbers of PRINTERS' INK that have articles relating to community advertising, particularly Florida advertising. Quite a number of references are given in various reference mediums to your publications for articles along this line. Would it be possible for you to supply me with an issue of each number relating to this phase of advertising for, say, since 1924, and what price do you ask?

If it is impossible to secure just those issues relating to community advertising, could I secure a complete set of issues for 1925, 1926, and 1927; and at what price?

W. T. Hicks.

FLORIDA ought to know a lot about advertising. It had a first-hand opportunity to learn why some advertising fails. During the recent period of inflation, scores of counties, cities, towns, villages, communities, developments, etc., plunged into the advertising pool with a huge splash. Most of them acted as though they thought they had at last discovered Ponce de Leon's fountain of youth. They splashed newspapers and magazines with waves of color, double-page spreads, beautiful art work (some of it), and glowing words. Everybody was happy for a while.

But it suddenly dawned on these bathers in the advertising pool that many of their comrades were drowning; that it took more courage to stay afloat than it did to jump in. In other words, advertising in itself proved unable to make a prosperous city out of a 250 acre Everglades development. One by one those advertisers who had nothing to advertise sank from sight and in some cases pulled worthy and honest advertisers down with them. There were many reasons for these drownings. Some developments had no excuse for existing; others were poorly managed; some were over-ambitious—you probably can add other reasons yourself—especially if you are one of those who expected to make a fortune in Florida a couple of years ago.

The moral of all this is: The

advertising pool is not a fountain of youth nor a Great Salt Lake—bathers in it must know how to swim.

But Florida must not take this lesson too seriously. A timid bather can use the advertising pool if he wades in cautiously and takes care not to go in over his head.

So many drownings in such a short time have frightened most of the Florida advertisers who did survive, away from advertising. One sees few Florida advertisements in the magazines and newspapers now even at the height of the Southern winter season. Believers in Jacksonville, Coral Gables and Tampa are still afloat. These, and a few others, have not lost faith in advertising. It is to be hoped that other communities will take courage and wade, *not plunge*, into the advertising pool.

The Florida idea of community advertising has been closely watched by PRINTERS' INK. One development in particular has received much attention. That is the plan of making community advertising a municipal duty.

In St. Petersburg, Jacksonville and other cities, funds for advertising are raised by levying a tax on the population. The right of a municipality to tax its citizens in this way was recently brought into court and an injunction was denied. The court's decision in the case was given in PRINTERS' INK of January 12, 1928, page 161.

A list of other articles on Florida advertising which have appeared in the PRINTERS' INK Publications is appended.—[Ed. PRINTERS' INK.

A Big Year for Community Advertising, April, 1926, page 35 (F. I. M.).

Don't Waste Community Advertising Appropriations, April 21, 1927, page 223.

State Advertising Urged by Florida Clubs, April 14, 1927, page 205.

Smoke Stacks Rather Than Tourists, February 17, 1927, page 144.

Florida Clubs Discuss Better Community Advertising, April 22, 1926; page 172.

Pensacola Tells Florida, January 21, 1926, page 107.

The Florida Idea of Community Advertising, July 2, 1925, page 73.

Florida Bill Would Create State Ad-



vertising Board, May 7, 1925, page 102.

Mill Taxes Levied for Florida Advertising, March 12, 1925, page 120.

Making Municipal Advertising a Municipal Duty, October 9, 1924, page 148.

How a City Has Evolved a Definite Advertising Program, December 13, 1923, page 173.

Florida Has an Advertising Awakening, February 12, 1920, page 173.

### Kenyon Agency Adds to Staff

Ralph Heard, formerly art director of Tolman Print, has been made art director of The Kenyon Company, Boston advertising agency.

John H. Morrison has been appointed production manager. For the last fifteen years he has been superintendent of the McGrath-Sherrill Press, Boston.

### Porter J. Case Advanced by Marshall Field & Co.

Porter J. Case, who has been with Marshall Field & Company, Chicago, wholesale, since 1901, has been appointed general sales manager. James A. King, with Marshall Field since 1909, will be assistant to Mr. Case.

### New Account for Tracy-Parry Agency

The United Engineers and Constructors, Inc., Philadelphia, has appointed the Tracy-Parry Company, Inc., advertising agency of that city, to direct its advertising account.

### W. J. McElroy Joins Ethridge Company

Wilbur J. McElroy has joined the staff of The Ethridge Company, New York, commercial art. He was engaged in free lance work in England for eight years.

### Mail & Sell Company Started at New York

The Mail & Sell Company has been organized at New York to conduct a general advertising business. J. L. Kanter is manager and Nathan George Horwitt, a director.

### H. E. Field Leaves Lee Rubber & Tire

Harry E. Field, vice-president in charge of sales of the Lee Rubber & Tire Company, Conshohocken, Pa., has resigned.

### Appoints May & Dippy Agency

The Hugh B. Barclay Company, Philadelphia, plant nursery, has appointed May & Dippy, Inc., Philadelphia advertising agency, to direct its advertising account.

### Estimate Cost for 1930 Federal Census

The decennial census of 1930 will cost \$31,763,000, according to an estimate submitted to the House Committee on Census by the Bureau of Census of the Department of Commerce. The figures presented in connection with legislation providing for the enumeration showed that the field operations may be expected to cost \$16,308,000 and the administration, tabulation and printing, \$15,455,000.

In itemizing the proposed expenses, the statement of the Bureau estimated the cost of the enumeration of population and agriculture in continental United States and insular possessions at \$13,508,000; the manufacturers' census of 1929 and 1931, \$800,000, and the census of distribution, proposed by Secretary of Commerce, Herbert Hoover, \$2,000,000.

### Seattle Drug Stores Form Co-operative Organization

A number of drug stores in Seattle, Wash., have formed the U. S. Chain Drug Stores for the purpose of co-operating in advertising and buying. The Seattle office of The Western Agency, Inc., has been appointed to direct an advertising campaign for the new organization. Newspapers and direct mail will be used.

### "The Western Wood-Worker" Starts Publication

R. H. Murrow recently started publication of *The Western Wood-Worker*, a monthly magazine devoted to the interests of wood-working plants in the Western States. It is published at Portland, Oreg.

### A. C. Linge with Roy Barnhill, Inc.

Arthur C. Linge has joined Roy Barnhill, Inc., publishers' representative, as an advertising representative. He was formerly space buyer with the H. E. Lesan Advertising Agency, Inc., at that city.

### F. E. Ross Returns to Botsford-Constantine

F. E. Ross has joined the Seattle Wash., office of the Botsford-Constantine Company, Inc., advertising agency. He formerly was with this agency as production manager of the Seattle office.

### Wilmington, N. C., Agency Opens Greensboro Office

The E. G. Stellinga Company, Inc., Wilmington, N. C., advertising agency, has opened a branch office at Greensboro, N. C. Richard Henderson is in charge.



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# Mother walks three miles a day *in the kitchen*

But ten years ago she walked seven miles. She learned from home economics experts how to save the extra distance. She's learned other things, too . . . about babies, clothes and playing golf. In fact, her living habits and buying habits have undergone a complete change, forcefully described in our new booklet,

## "Mother Steps Out"

Send for a copy



**McCALL'S MAGAZINE**

236 W. 37th Street

New York

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# Why Ads That PAY the Best

Are Often the *Least Spectacular*

**M**AKING an advertisement look like it's going to pay is the simplest thing in the world.

Making it actually pay is the hardest.

Ads that pay the best very often don't look that way at all.

They seem too simple, too devoid of tricks and frills.

They lack most of the things people inexperienced in advertising think an advertisement needs to "attract" the public.

On the other hand, the ones that gain the greatest applause from "the folks around the office" rarely gain it from the public.

The reason is a simple one:

ATTRACTING the public with a spectacular ad is one thing.

SELLING the public is another.

The advertisement that GETS THE BUSINESS happens to SAY SOMETHING that interests the greatest number of people. It does far more than attract.

The whole secret of writing advertising copy that sells the millions is predicated on that factor.

The chief difference between advertising that makes the cash drawer jingle, and advertising that "keeps your name before the public" while competition gets the business, is also predicated on that factor.

To get the public response in a big way from an advertisement, you must say, in that advertisement, the ONE thing about the product it exploits that will INTEREST THE READING MILLIONS.

If you don't, you are wasting a major part of what you spend.

Don't worry how finely or how beautifully you say it. But SAY it. That's the important thing.

Study the most successful advertising of the last ten years.

Note how enormous sales and controlled markets have resulted by the simple process of first FINDING OUT what the buying public WANTED MOST TO HEAR about the product advertised. And then by SAYING it—simply, sanely, convincingly.

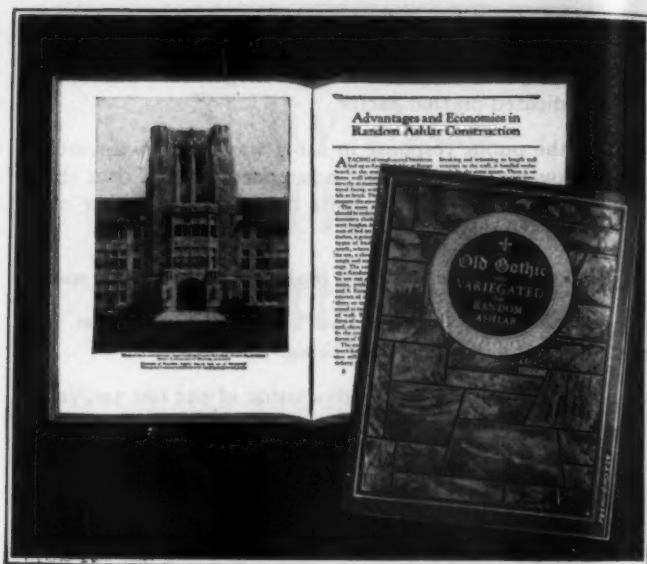
SENSING what the public wants most to hear, and saying it in the simplest terms, is the ONE claim an advertising agency can make with a direct bearing on its potential benefit to an advertiser.

That is because the sole objective of advertising is to MAKE MONEY. And the only kind of advertising that succeeds in that purpose is the kind of advertising that SAYS the thing that makes the public BUY.

**BLACKETT and SAMPLE, Inc.**

*E. F. Hummert, Vice-President and Editor*

58 East Washington Street, Chicago



"You were wondering the other day how we could really get somewhere with architects. There may be an idea in this.

"It's a book about Old Gothic limestone and it's packed with illustrations, ideas and information. I understand it is one of a series. It is my idea of something that architects will keep and use. Now, the point is, why couldn't we present our story in some such manner?"

"Pretty expensive, isn't it?"

"Let's find out. I'll write Evans-Winter-Hebb today."



**EVANS-WINTER-HEBB Inc. Detroit**

820 Hancock Avenue West

The business of the Evans-Winter-Hebb organization is the execution of direct advertising as a definite medium, for the preparation and production of which it has within itself both capable personnel and complete facilities: Marketing Analysis • Plan • Copy • Design • Art • Engraving  
Letterpress and Offset Printing • Binding • Mailing

# What Advertising and Banking May Expect from Each Other

Financial Advertising Can Well Afford to Study the Trends and Methods of Commercial Advertising

By John Benson

President, American Association of Advertising Agencies

**W**HAT we advertising men think of bankers and what they think of us is, I believe, of vital import to the interests of either and to the welfare of business. You represent money and credit; and we represent promotion. We handle a force which expands and stabilizes business, creates and distributes wealth. That makes a market for your service.

You, on the other hand, furnish the money which makes our operations possible. With advertising as extensive and costly as modern conditions demand, large sums are needed to do it; larger sums than are always available without resort to bank credit.

It makes a big difference to us how bankers regard advertising; how willing they are to lend money to do it; and it makes a big difference to you bankers how sound an advertising campaign is for which you furnish credit. It may be a constructive venture for the borrower, or it may be a waste of money.

Certainly we advertising agents should know more about credit as the financial foundation of our work; and you bankers, I believe, should know more about advertising, how it works, when it is sound, what to expect from it. This does not mean that you should be technical experts; rather, that you should be good judges of policy and method employed.

How can that be brought about? Largely through advertising yourselves and learning by experience. Better still, I believe, by employing a commercial advertising

agency to handle your advertising. That is a very helpful relationship for both. It gives the banker a new viewpoint of promotion, and it gives to the agency a financial sense of practical value to his business.

Employing a competent agency to do your advertising has, among other advantages, this; that it is in touch with investigations of media, knows how to make them, and often can draw on others' experience.

In Chicago, we analyze annually the Probate Court records to determine the possibilities of our market for trusteeship. We find out how much there is of it and where it goes, how much to trust companies and how much to individuals; also, how each trust company compared. These figures are illuminating and make good material for advertising and selling.

Such a fact, for instance, as the longer time generally required to settle an estate in the hands of an individual, makes a fine argument for trust company service. Another interesting thing to find out is the reaction of women to the idea of trusteeship—how they regard it—whether they approve it.

Financial advertising might well be more frank and more informative. It is essentially honest. People believe it. But it is often lacking in information which the reader needs to arouse a lively interest in your product.

For instance, in trust advertising, why is so little mention made of the cost of it; fees have been standardized for various forms of service; why not print them? That would remove a lot of prejudice on the part of people who think of a trust company

From an address before a meeting at New York last week of the Trust Company Division of the American Bankers Association.

as being expensive. As a matter of fact, the cost of trusteeship and agency service is remarkably low; the public does not know that.

Again, why not tell in your advertising how small an estate can be profitably handled; you need not commit yourself by saying how small an estate you are willing to accept. Many people with \$25,000, \$50,000, and even \$100,000 to leave in clean liquid form, may hesitate to approach a trust company for fear of the amount being too small. On the other hand it does no harm to discourage very small estates by indicating a limit; you don't want them anyway, and it is easier to discourage them in print than to invite them and then turn them down.

I believe more actual instances should be given in newspaper advertisements, illustrating in a dramatic way how trust companies serve people in both usual and unusual ways. Any experienced trust official knows of cases which would make interesting reading. No better advertising could be done.

Some bond advertising has greatly improved. The copy appeal has been humanized. It deals with everyday situations and ambitions in which sound investment is a factor. The response to this kind of advertising has been ample proof of its efficacy. Some financial houses have done a fine job informing the public about investments. They have consistently used their space to tell people how to invest money, how to safeguard against loss, what sound principles to observe, what are the underlying values, where and how to purchase stocks and bonds. This is constructive; it helps the whole field and it pays the advertiser.

Much financial advertising does not measure up to this standard. It is still stereotyped and uninteresting. Some of it is archaic. You might as well print tombstones as some of the investment advertisements which appear. The Stock Exchange rules against attractive advertising seem a sense-

less handicap. They fail to take into account that investment has become a popular fashion undertaken by millions of everyday people—people who care little for dignity as such. They want to know interesting details. They respond to pictures and incisive headlines. You have to sell bonds in much the same way you sell motor cars and radios and soap. And the aggregate of small and medium investor business far exceeds that of any other group.

Bond circulars involve a lot of waste. They are not at all intriguing to the average man. He gets lost in their technical mazes. The salient points he wants to know are buried in a mass of legal and financial verbiage. And they are not so useful either to the trained investor. They do not disclose all the facts he wants to know. He has to probe further for essentials; often has recourse to the buying department to find them. Earnings are not clearly stated; figures may be given, but they are not really net. The ratio may be three to one or two to one, of earnings to bond interest, before depreciation and taxes. Of what use is that? Depreciation is a necessary charge and taxes must be paid ahead of bond interest. The difference may easily change a three-to-one ratio into a two-to-one.

In the case of public utilities, the investor is asked to be content with 5 per cent or less on the theory that public utility bonds are safer than industrials, not being so subject to the fluctuations of business. That theory is not so sound when applied to a public utility whose earnings are overwhelmingly industrial; certainly a business depression would make a big gap. Circulars say little or nothing definite about sources of income, how much residential and how much industrial.

Then, earnings are shown in a steady rise from year to year, without indicating how much acquired properties had to do with it.

Some of these criticisms may seem minor, but I believe, as an advertising man, that frankness is a

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big asset; it begets confidence and confidence is the life of advertising. As an advertising counsel I am in touch with many kinds of business, and I believe there is as much sincerity in the advertising business today as in any other I know. At least there is the desire for it and the conviction that it is a lasting foundation of success. Only insiders know what a barrier and protest advertising men put up against unfair or insincere appeal, or what a struggle high-grade publishers make against it.

I believe financial advertising should influence people to buy on the premises of the house, rather than in the field. That is the underlying idea of most commercial advertising. The store is the place to buy, to see assortments, to get service. The bank or bond house is similarly a store where people can be served to advantage.

I hope you will not gather from the criticisms I have made of financial advertising that I do not have a high regard for it as a constructive and helpful force. It has been a notable development during the last decade; and it will have an even more notable development during the next.

The banking world will without question make as intelligent and effective use of advertising as it has long made of law and engineering and accounting, in the guidance and service of business. All we advertising men can do is to accelerate it. Ours is a relatively new business. We cannot expect it to command full confidence all at once at the hands of the most conservative business in the world, which is banking.

### H. S. Conell, Vice-President, Al Paul Lefton Company

Harry Stuart Conell has been made a vice-president of Al Paul Lefton Company, Philadelphia advertising agency. He was formerly publicity director for John Wanamaker's store, at that city.

### Death of Robert W. Hume

Robert W. Hume, for nine years with the Gillette Publishing Company, Chicago, of which he was vice-president, died recently at Chicago. He was forty-four years of age.

### Philip C. Pack Merges with Turner-Wagener Agency

The advertising business of Philip C. Pack, Ann Arbor, Mich., has been merged with the Turner-Wagener Company, Chicago advertising agency, of which Mr. Pack becomes vice-president and a member of the board of directors. The offices of Mr. Pack at Ann Arbor and at Detroit continue as branch offices of the Turner-Wagener Company.

### Publisher Honored by Mussolini

In recognition of his services to Italians in the United States, Angelo Bertolino, publisher of *Il Progresso Italo-Americano*, New York, has been decorated by Mussolini with the *Groce de Cavaliere* of the Crown of Italy. The decoration was presented by Emanuele Grazzi, Italian Consul General.

### C. C. Winningham Elects Executives

Clarke C. Wilnot has been appointed second vice-president, general manager and a director of C. C. Winningham, Inc., Detroit advertising agency.

Miss Blanche Hanna has been appointed secretary and J. L. S. Scrymgeour has been elected a member of the board.

### J. P. Licklider Heads Insurance Group Committee

Joseph P. Licklider, advertising director of the Missouri State Life Insurance Company, St. Louis, has been made chairman of the program committee of the life group of the Insurance Advertising Conference. The next meeting of the conference is planned for October at Washington, D. C.

### R. S. McMichael Joins Roy Barnhill, Inc.

R. S. McMichael has been made general manager of the newspaper list of Roy Barnhill, Inc., New York publishers' representative. He was formerly national advertising manager of the *New York World* and *Evening World*.

### Sheaffer Pen Opens Canadian Sales Promotion Office

The W. A. Sheaffer Pen Company, Fort Madison, Iowa, Sheaffer's Lifetime pens, has opened a sales promotion office at West Toronto, Ont. H. Earnshaw will be in charge.

### Appoints Cleveland Agency

The Allied Barrel Company, Oil City, Pa., has appointed The Krichbaum-Liggett Company, Cleveland advertising agency, to direct its business-paper and direct-mail advertising.



## The Four Controlling Factors in Package Design

KARLE LITHOGRAPHIC COMPANY  
ROCHESTER, N. Y.

*Editor of PRINTERS' INK:*

I am seeking information relative to the redesigning and modernizing of packages and labels that are too complicated or lacking in advertising and merchandising value. I am particularly interested in knowing about specific cases where this has been done and with what success such methods have met.

If you can and will furnish me with a bibliography or other information relative to this subject, I shall be very grateful to you.

RICHARD C. SHAW.

**M**ANY points to bear in mind when designing or redesigning packages and labels have been brought out in **PRINTERS' INK** and **PRINTERS' INK MONTHLY**. A few to be considered are:

**Simplicity.** Easily read means easily remembered. Some of the most successful advertisers today have simple and yet impressive packages. Fantastically twilled letters and impossible flourishings are things of the past, in package labels.

**Color.** Packages of gay hues now bedeck kitchen shelves, where once dull cartons lurked.

**Eye-value.** The package is like unto a poster, advertising a product. Brand names broadly dominate the surface of the latest packages. This feature secures repeat orders, because of the repetition upon users' minds.

**Shape.** The conveniently shaped package is a blessing to the small apartment housekeeper. So many persons hibernate in city apartments and so many others are moving into apartments in suburbs that awkward and bulky containers are no longer suitable.

A title-page list of the articles that have been run in **PRINTERS' INK** and **PRINTERS' INK MONTHLY** on packages and labels has been made for anyone interested.—  
[Ed. **PRINTERS' INK**.]

The Continental Furniture Company, High Point, N. C., has placed its advertising account with Herbert D. Hermann, advertising, also of High Point.

## E. K. Hartzell Heads Eleventh District

**E. K. HARTZELL**, of Boulder, Colo., advertising director of the Western division of the Public Service Company of Colorado, was elected chairman of the Eleventh District of the International Advertising Association at the close of the sixth annual convention held last week at Denver. This district includes advertising clubs of Colorado, Wyoming, Utah, Nevada, New Mexico and Arizona.

T. A. Thompson, of the Thompson Advertising Agency, Pueblo, Colo., was named vice-chairman. Ralph H. Faxon, of the Denver club, was chosen secretary-treasurer. Colorado Springs was selected as the next convention city.

Robert A. Warfel, executive secretary of the Advertising Commission of the International association, spoke on "A New Era in Organized Advertising." In telling of the development of advertising he declared that it was keeping abreast with mass production and was well in advance of distribution. Merchandising methods, he believed, are somewhat behind both advertising and distribution.

The sale of airplane travel service to the public has opened a new field of advertising effort, according to a talk prepared by Harris M. Handshue, president of the Western Air Express, and presented by H. A. Burgess, of the same company. The problem and the opportunity of airplane travel advertising is similar to that confronting the railroads when they first began advertising.

Miss Hazel Ludwig, of the D'Arcy Advertising Company, St. Louis, and president of the Federation of Women's Advertising Clubs, spoke on "Market Research in Business," outlining some of the methods used.

Ralph Faxon outlined the progress being made by various committees working on the Detroit convention plans. R. Merritt Baker, of Denver, was made chairman of a District Speakers' Bureau which will be formed to serve local clubs.



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## TRANSCRIPT MAN WINS \$100 PRIZE

[Special Dispatch to The Herald]

NEW YORK, Jan. 25—The first award of the Bookman magazine's monthly prize of \$100 for the best newspaper story of the month has been made to W. A. MacDonald of the Boston Evening Transcript, according to announcement today.

The prize was for the best newspaper story of November. It was an account of the funeral in this city of Florence Mills, the negro actress, and was published in the Transcript Nov. 7. The winner of the prize has been a member of the Transcript staff since January, 1911.

Paul Patterson, editor of the Sun-papers, Baltimore, who judged the newspaper stories of November, explains in the February number of the Bookman, which has just been issued, that in making the award, he gave first consideration to the work of regular reporters on the staffs of daily newspapers or press associations in preference to syndicate writers or specialty writers.

Quality of editorial matter is  
another reason for the unique  
influence in Boston of the

# Boston Evening Transcript

Highest ratio of BUYERS to readers

National Advertising Representatives

CHARLES H. EDDY CO.

R. J. BIDWELL CO.

Boston

New York

Chicago

San Francisco

Los Angeles

**I**N 1927 one hundred and twenty New Yorkers each sliced, roughly, \$1,000 from the bankroll and vacationed forty days in Canada and Alaska on the New York Evening Graphic's second annual Friendship Tour . . . . in 1927 fifteen hundred Graphic readers answered questionnaires containing forty pertinent and personal questions resulting in a Survey picturing 300,000 families, their tastes, habits, incomes, occupations and buying power . . . . in 1927 the Evening Graphic had the second largest national advertising gain in New York, 184,534 lines, within 10,000 lines of the largest gain, that of a blanket size, evening newspaper . . . . in 1927 the Evening Graphic, New York's only 1,000 line page, convenient size, evening newspaper was climbing to second place in New York evening circulation, and now averages more than 300,000 daily. (January 1928 average 360,000).

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# Confirming the Appointments of



**EMILE H. GAUVREAU**

*Editor and Publisher*



**MARTIN H. WEYRAUCH**

*Business Manager*



**WILLIAM I. ENGLEHART**

*General Advertising Manager*

NEW YORK  
**EVENING GRAPHIC**

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## “ . . . Let Me Keep The Big Louisville Market ”

When the Sales Manager of an important Eastern Organization called in his Star Salesman and asked him what territory he preferred to cover the immediate answer was—“Let me keep the Big Louisville Market.”

Traveling salesmen are not altogether ignorant of where good territories lie, neither are they overburdened with altruism.

Louisville is a good city to make “Headquarters.” Louisvillians are prosperous and happy people, enjoy an even, well balanced climate—there is no better place to locate with the family. Everybody knows of Louisville's famous hospitality.

*This Rapidly Growing Market is Easy to Cover and Easy to Sell Through—*

## The Courier-Journal THE LOUISVILLE TIMES

*now  
over*  
**167,000**  
*daily*

Member of the 100,000 Group  
of American Cities  
**REPRESENTED NATIONALLY  
BY THE S. C. BECKWITH  
SPECIAL AGENCY**

*now  
over*  
**135,000**  
*Sunday*

## A Study of Grocery Manufacturers' Selling Costs

Harvard's Bureau of Business Research Will Collect Figures on the Marketing Expenses of 1,000 Grocery Manufacturers and Has Already Formulated a Standard Classification as a Basis

**HARVARD UNIVERSITY**, through its Bureau of Business Research, has undertaken the job of collecting comparable figures on the marketing expenses of grocery manufacturers. It plans to obtain such figures by a study of the 1927 records of 1,000 grocery manufacturers.

Practically all of 1927 was spent in laying the groundwork for such a study with the help of fifty grocery manufacturers. From a study of the accounting practices of these manufacturers, a standard classification of marketing expenses for the large-scale investigation has been developed. It has been decided that all selling expense will be broken down into five major divisions. These divisions are given here in the belief that other manufacturers may find it worth while to compare them with their own classifications. They are:

(1) Sales force and brokerage—All figures given under this classification will represent the expense of securing orders for a company's products, that is, personal selling on a commercial scale, which in a company with a district organization ordinarily would be under the direct responsibility of district sales managers.

(2) Sales promotion and advertising (except administration). Figures under this classification will represent expense incurred for those activities undertaken for the purpose of stimulating sales and facilitating personal selling activities.

(3) Shipping, transportation, warehousing and delivery—Figures given under this classification will represent expenses incurred in filling orders, including the physical handling of the products from the time of preparation of shipments at the factory until the products pass out of a company's hands.

(4) Credit and collection—Figures given under this classification will cover expense for the routine operation of the credit and collection department.

(5) Marketing administration—All figures quoted under this classification will cover all expenses incurred in the administration of marketing activities

which are not directly chargeable to the specific functional groups outlined in the preceding four classifications. In general, this group of expenses will include general sales office expense, together with the indirect expenses of the different marketing activities which cannot conveniently be charged directly to the specific department or activity. It will also include the expenses of the formulation of general marketing policies in the coordination of subsidiary marketing activities.

The Bureau tested this classification of accounts by applying it against the 1926 performance of the fifty different manufacturers who had worked with it in creating the classification.

This test showed that the total marketing expenses of the different manufacturers involved ranged from approximately 8 per cent to 40 per cent of the net sales of individual companies.

A detailed table on the marketing expenses of thirteen different grocery manufacturers whose total marketing expenses ranged from 18.95 per cent to 33.28 per cent, was recently made public by the Bureau. This table was made public as a tentative sample of the type of information that will be obtained from its large-scale study. That table appears below:

	Range	
	From	To
	Per Cent	Per Cent
Sales Force and Brokerage	4.00	10.03
Sales Promotion and Advertising (except Administration) .....	4.56	11.44
Shipping, Transportation, Warehousing, and Delivery .....	3.39	8.00
Credit and Collection.....	0.11	0.43
Marketing Administration..	2.47	5.56
Total Marketing Expense..	18.95	33.28
Net Sales=100%.		

Concerning this table, the Bureau says: "Sales force and brokerage expense, including both regular and missionary sales force, tended to concentrate around 8 per cent of the net sales of individual companies. Total sales promotion and advertising (except administration), for these firms tended to concentrate around 10 per cent of the net sales. For shipping, transportation, warehousing, and delivery, as a group, the total expense for 1926 was approximately 6 per cent of the net sales. Credit and

collection expense was relatively slight, and, in contrast with wholesale and retail trade, losses from bad debts were a very small proportion of net sales. For marketing administration the typical outlay apparently was about 4 per cent of the net sales of the companies reporting."

The Bureau has given no indication as to when it expects to be able to complete its study of the records of the 1,000 different grocery manufacturers.

### Endorse Advertising Program for Electric Refrigeration

An advertising and merchandising program was endorsed by the electric refrigeration committee of the National Electric Light Association at a recent meeting at Chicago. This program, which was described by G. B. Richardson of the Texas Power & Light Company, Dallas, Tex., includes the use of local direct-mail and newspaper advertising to be used by central stations and local dealers to stimulate the idea of using electric refrigeration. The increased use of electric refrigeration will benefit the power companies through the increased use of current.

### Iowa Approves City Advertising Expenditures

Expenditures by cities for advertising have received the official sanction of the Municipal Accounting Department of the Iowa State Auditor's office. It was made in reference to the advertising done by the city of Newton, Iowa, where the municipality owns the gas plant.

### Manning Studios Adds to Staff

C. George Garland, formerly of the Consolidated Artists of Cincinnati, has joined the Manning Studios, Inc., Cleveland, commercial art.

C. J. Smith has joined the sales and service department of the Manning studios. He was formerly with the Canton Engraving Company.

### O. E. McIntyre with H. S. Howland Agency

O. E. McIntyre has been made vice-president and general manager of the H. S. Howland Advertising Agency, Inc., New York. He was formerly vice-president in charge of advertising of the Charles William Stores, Inc., also of that city.

### Joins Paris Agency

Elizabeth Bickford, formerly with N. W. Ayer & Son and recently service editor of *Delinquent*, New York, has joined the copy staff of Wallace and Draeger Frères, Paris advertising agency.

### Reports Desired Slogan Is Used by Syracuse Baker

HARRY C. COPELAND  
ADVERTISING COUNSEL  
SYRACUSE, N. Y., FEB. 11, 1928

Editor of PRINTERS' INK:

With reference to the inquiry on page 52 of February 9 issue regarding the slogan "You've tried the rest, Now try the best," would advise that the Kalfels Baking Company of Syracuse, uses this slogan on its package containing half-a-dozen sugar doughnuts.

No doubt further information can be obtained from that company.

H. C. COPELAND.

### New Accounts for Kohorn Agency

The Worthington Ball Company, Elyria, Ohio, golf balls, and the Par-Tee, Inc., Cleveland, golf tees, have appointed the Kohorn Advertising Agency, Cleveland, to direct their advertising accounts.

Playgolf, Inc., Cleveland Topics and the Ohio Farmers Co-operative Milk Company, all of Cleveland, have also placed their accounts with the Kohorn agency.

### Large Gain in Hudson Motor Car Net Income

The Hudson Motor Car Company, Detroit, Mich., reports for the year ended December 31, 1927, a net income of \$14,431,256, after charges and Federal taxes. The previous report covered thirteen months ended December 31, 1926, and showed a net income of \$5,372,874, after charges and Federal taxes.

### Appoints Julian J. Behr Company

The Gottlieb Chemical Company, New York, manufacturer of fur dyes, cleaning compounds, etc., has appointed the Julian J. Behr Company, Inc., Cincinnati, advertising, to direct its advertising account. Business papers and direct mail will be used.

### National Foreign Trade Council to Meet

The Fifteenth National Foreign Trade convention will be held at Houston, Tex., April 25 to 27. James A. Farrell, New York, is chairman of the National Foreign Trade Council, which is sponsoring the convention.

### To Direct Sales of Maine Resort

Charles D. Kean has joined Lucerne-in-Maine, a summer resort real estate development, as director of sales. He was at one time manager of the promotion department of the Boston Herald.

# Who Owns the Autos

**M**ORE automobiles are owned by the Farm Life group of over a million families than are owned by the same number of families selected at random from any large city. The average annual mileage is greater. The average tire and gasoline and oil consumption is larger. Other good farm papers serve other important groups but you should advertise in Farm Life to educate Farm Life's group.

**T. W. LEQUATTE**  
*Publisher*

**Farm Life**  
Spencer, Indiana

# Pouring Some Milk of Human Kindness into the Catalog

The Proper Use of the Human Element in Catalogs Issued by All Types of Firms

EASTERN STEEL PRODUCTS, LTD.  
PRESTON, ONT., CAN.

Editor of *PRINTERS' INK*:

As a *PRINTERS' INK* subscriber of many years' standing I would appreciate your advice on a matter which is now up for consideration in our company.

One of our principal departments handles the erection of barns of a trussed construction and in connection with this department we issued a catalog which we term "The Preston Book About Barns." The idea is to pave the way for our travelers so that farmers know a good deal about our proposition and our organization before the traveler gets to see them.

We are about to issue a new edition of this book and the writer has suggested that we include photographs of our travelers, of our building gang foremen and of the department heads in the office who handle matters pertaining to the barn business.

One of our directors claims that this would be giving too much valuable information to our competitors and that we should advertise our company and not the individuals comprising our organization.

I would like very much to know whether in your opinion the human interest which would be created in this way would be more than offset by the danger mentioned above. I am enclosing a stamped addressed envelope for your reply.

J. G. LORRIMAN.

THIS proposition of using photographs of individuals in a merchandise catalog is highly valuable advertising if it does not go too far. The director of Eastern Steel Products, Ltd., in opposing the plan brought out by Mr. Lorriman, is unquestionably right in his thought that the object of a catalog is to advertise the company as a whole, rather than individuals. It is easy to overplay personalities to such an extent as to detract from the main issue. Even so, the judicious use of the personal element adds to what might be termed the reader interest of the catalog and thereby makes it a more forceful selling medium.

The reason for this, as we have stated several times in the *PRINTERS' INK* Publications, is that the organization selling by mail labors

under a handicap in that it is seldom able to meet its customers face to face. The average human being wants to deal with individuals when he is buying something, especially when he is buying by mail.

Sending an order to a large firm and perhaps carrying on some correspondence regarding it in an entirely impersonal way, leads one to feel that he is dealing with a machine.

Well, then, what is a company going to do to overcome this handicap? In what proportion is the personal element going to be mixed in with the merchandise so as to get the right effect and not go too far the other way?

It is our belief that the photographs of individuals in a catalog should be confined to the head of the firm and those with whom the customer may have actual sales contact. In the case of the Eastern Steel Products, Ltd., the personal element, we believe, could be sufficiently introduced by having one of the introductory pages of the catalog contain a message from the president with his photograph and facsimile signature. On another page could appear photographs of the traveling salesmen, with that of the sales manager in the center. Here could be a few words over the sales manager's name to the general effect that: "These are the men who will call upon you to present our proposition. I invite you to write to me or any one of them at any time; make me or one of these salesmen your personal representative in carrying on your transactions with this organization."

Photographs of the gang foremen and the various department heads would be superfluous and probably would do more harm than good. To run a lot of pictures in this way—dragging in individuals with the apparent object of



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# O. HENRY

## Short Story Prize for 1927 Won by Louis Bromfield's *The Scarlet Woman*—Published in McCLURE'S

One of the O. Henry Short Story Prizes for 1927 was awarded Louis Bromfield for "The Scarlet Woman" which appeared in the January issue. Thus, McClure's continues to carry out its original plan, that of publishing the best stories.

O. Henry, Booth Tarkington and Rex Beach were unknown when McClure's discovered them. Rudyard Kipling, Conan Doyle and Anthony Hope built their fame on this continent through the pages of McClure's.

That's one reason for McClure's enviable reputation—publishing good stories and articles which are featured with extensive newspaper advertising.



## If Circulation is the Key to National and Local Advertising —and it is—

### Do Publishers Pay Enough Attention to Their Circulation Departments?

When competition cuts in, it hurts principally through circulation.

When a publication loses, it is usually through circulation troubles.

There is nothing more vital to a publication's sustained success than the building of circulation upon a basis that will endure all tests of investigation and of time.

A newspaper, if it will, can pioneer for its community and draw trade for its merchants from a radius impossible without the newspaper's incomparable influence. Indeed, if one newspaper does not assume that responsibility, the time comes when competition forces the issue at sometimes prohibitive cost.

All circulation costs money, but the costliest by far is the kind that does not stick.

No investment can yield a publisher handsomer returns than a permanent circulation manager of exceptional ability and sterling character.

### E. Katz Special Advertising Agency

Established 1888

#### Publishers' Representatives

New York  
Chicago

Detroit  
Atlanta

Kansas City  
San Francisco

making a showing, so to speak, has the appearance of cheapness. When we see this done we get the idea that the firm must be relatively small or insignificant; else it would not struggle so hard to appear to be something. Probably it is not that kind of firm at all, and any advertising which gives out such an impression is defective, to say the least.

This phase of catalog building has only appeared in the books of first-class firms within the last five years or so; before that time it was considered wretched taste and far below the dignity of the house. And when finally it did begin to appear it was of a character not in keeping with the remainder of the presentation. However, catalog houses are rapidly learning how much emphasis to put upon the personal and the institutional—also where to stop.

#### A GREAT WASTE

As we study numerous catalogs that come to our desk we are almost dismayed as we contemplate the waste and misdirected effort expended in institutional presentations. It is not our money that is being wasted. But so great is our satisfaction in first-class advertising that the sheer prodigality to be seen in certain institutional pages seems almost to represent a personal loss.

Manufacturers and jobbers who have not yet got down to the happy mean in presenting the personal and institutional, delight in showing pictures of their buildings, grouped and otherwise. They show scenes on the stockroom floors, with detailed descriptions of how a great organization operates. The office floor is pictured. The president's private office is prominently revealed, with the president and his secretary photographed in the act of working, the pose being usually unnatural and forced. And then somebody gets the idea that customers of the house would be interested in looking upon a pictured session of the board of directors.

This is decidedly bad catalog advertising. It has the appearance of somewhat vulgar display, of

bragging, of talking down to the customer and a few other undesirable characteristics.

There should be some definite merchandising object in mind when an individual's photograph is printed in a catalog or where pictures of buildings are given. A few years ago, when the mail-order house of Montgomery Ward & Company passed to its present ownership and more or less national publicity was given to the change, it was regarded as desirable to link the institution to the past. A. Montgomery Ward, himself, had died and was only a memory to the older generation of the firm's customers. How could it be emphasized that Mr. Ward's ideals still prevailed, even though the house had undergone many changes made necessary by modern developments and the exigencies of competition?

The need was met by putting Mr. Ward's picture in the catalog, along with a brief historical sketch of the business and a statement that certain policies he inaugurated were still followed to the letter.

A little later there was inaugurated the policy of having a personal letter in each issue from T. F. Merseles, then president of Ward's. Under his photograph and over his signature, Mr. Merseles stated that he was proud to regard himself as the marketing representative of several million Americans and asked them to write him freely.—[Ed. PRINTERS' INK.]

#### New Accounts for Baltimore Agency

The General Heating Company, the Holtson Manufacturing Corporation, Stetson "D" Collegiate Clothes and the Royal Flush Chemical Laboratories, a subsidiary of the Baltimore Paint & Color Works, all of Baltimore, Md., have placed their advertising accounts with the Chesler-Trivas-Azrael Agency, also of Baltimore.

#### Direct Selling by Radio Opposed in Iowa

A campaign against direct selling by radio is being waged in Iowa, with the circulation of petitions asking that the radio law be amended to make the practice illegal. The petitions call direct selling by radio unfair competition and a menace to the retail business of the country.

## We Have with Us Again: Section Three of the Clayton Act

This Time It Is The Radio Corporation of America Which Is Told That Even the Owner of a Patented Product May Go Only So Far in Controlling Its Sale

**Y**OU manufacture a patented article which, when in everyday use, calls for the employment of certain accessories. Are you legally permitted to insist that only certain specified accessories be used and no others?

Again—you have secured patent rights on certain radio circuits. In licensing other manufacturers to use these circuits, may you directly, or by implication, compel these licensees to use a specific brand or brands of tubes and no other?

At one time, these questions might have been answered in the affirmative. In fact, the first question was affirmatively answered by the Supreme Court of the United States in the case of the A. B. Dick Company. This company bound the purchasers of its duplicating machines to refrain from using supplies furnished by competitors. And the Supreme Court found nothing objectionable in the practice.

However, that was before the days of section three of the Clayton Act. With this Act on the books, the Dick company was ordered by the Federal Trade Commission to discontinue this selling policy. It complied with the order without further ado, in view of concurrent Supreme Court decisions which indicated that tying contracts violated section three of the Clayton Act.

As for the second question—which, it will be noticed, is closely similar in principle to the first—the United States District Court for the District of Delaware recently decided that the Radio Corporation of America is not legally permitted to insert a paragraph in its licensing agreement which operates to prevent manufacturers of radio sets operating under R. C. A. licenses from using tubes other than those made by the Radio Corporation. And again, section three

of the Clayton Act is cited as the controlling point of law.

It is some time since one of our large industrial organizations has run afoul of this section of the Clayton Act. Back in the days of the Dick case and the United Shoe Machinery Company case, the Clayton Act in its entirety—and section three in particular—were very much to the fore. Since then, section three has bobbed up only occasionally to remind business executives that it is still a controlling factor in many business transactions. Now comes this Radio Corporation decision to emphasize once again that this piece of Federal legislation is far from ready to join the vast army of dead laws.

What, then, is section three of the Clayton Act? Judge Morris, of the District Court of Delaware, in referring to it in the decision now being considered, explained that the following extracts are pertinent in the Radio Corporation case:

It shall be unlawful . . . to lease or make a sale or contract for sale of goods, . . . whether patented or unpatented . . . on the condition, agreement or understanding that the lessee or purchaser thereof shall not use or deal in the goods, . . . of a competitor or competitors of the lessor or seller, where the effect of such lease, sale, or contract for sale or such condition, agreement or understanding may be to substantially lessen competition or tend to create a monopoly in any line of commerce.

Now for the case itself.

The suit was brought by Arthur D. Lord (receiver in equity for the DeForest Radio Company), the Northern Manufacturing Company, United Radio & Electric Corporation, Televocal Corporation and Harry Chirelstein, doing business under the name of Sonatron Tube Corporation, as plaintiffs. The purpose of the suit was to enjoin the enforcement by the Radio Corporation—the sole distributor of the radio tubes made by General Electric and Westinghouse Electric



## Selling the Men in Los Angeles

The Evening Herald is easily the favorite newspaper of the "Man of The House" in Los Angeles. Its excellent wire and local news service, its independence in politics, its unsurpassed financial and sports sections, have all made this newspaper particularly popular among men readers.

Shrewd advertisers who merchandise to men have long since discovered this preference. For instance last year—in 1927—The Evening Herald carried a greater volume of Cigar and Cigarette advertising than any other Los Angeles Daily—Morning or Evening. That this advertising proved resultful is indicated by the fact that the 1928 schedules of these advertisers appear to favor The Evening Herald to an even greater extent.

The total cigar advertising carried by The Evening Herald in 1927 was 169,856 lines. Its nearest competitor (a Morning paper) carried 98,400 lines, while the second afternoon paper carried but 42,784 lines.

## LOS ANGELES EVENING HERALD

*Represented in*

Chicago  
by  
**JOHN H. LEDERER,**  
910 Hearst Bldg.

New York  
by  
**HERBERT W. MOLONEY,**  
342 Madison Ave.

San Francisco  
by  
**A. J. MORRIS HILL,**  
610 Hearst Bldg.

—of paragraph nine of certain license agreements made by these three organizations with some twenty-five manufacturers of radio receiving sets.

Briefly stated, paragraph nine of these license agreements stipulated that: "The Radio Corporation hereby agrees to sell to the licensee, and the licensee hereby agrees to purchase from the Radio Corporation, the number, and only the number, of vacuum tubes to be used as parts of the circuits licensed hereunder and required to make initially operative the apparatus licensed under this agreement." According to the plaintiffs, this paragraph violates section three of the Clayton Act.

It is pointed out by the plaintiffs that the Radio Corporation and its twenty-five licensees combined do approximately 90 per cent of the total business done in radio receiving sets. The Radio Corporation claims that this business does not exceed 70 per cent of the total.

The court did not attempt to decide which of the two figures is the more accurate. Instead, the decision explained that whether or not paragraph nine of the R. C. A. agreement violated section three of the Clayton Act depended upon three propositions: (1) Whether there is a contract for the sale of goods, (2) on the condition that the purchaser shall not use or deal in the goods of a competitor or competitors of the seller and (3) that the effect of such contract for sale or such condition is "to substantially lessen competition or tend to create a monopoly" in radio tubes.

On proposition number one, the court found no difficulty in deciding that a license agreement is a contract for sale of goods within the terms of the Clayton Act. Regarding proposition number two, the court ruled that while there is no explicit condition or agreement to the effect that the purchaser shall not use or deal in the tubes of a competitor of R. C. A. "yet the evidence now before us is conclusive that the practical effect of paragraph nine is to prevent the licensees (and jobbers and retail-

ers as well) from using or dealing in tubes other than those sold by the defendant. Such conditions or agreements are as completely within the ban of the Clayton Act as if they were express, specific and direct."

With regard to proposition number three the court mentions that the plaintiffs, as evidence that competition is being lessened and a monopoly being created, point to a Supreme Court decision (*Standard Co. vs. Magrane-Houston Co.*, 258 U. S., 346, 357) and to the fact that at least 70 per cent of the radio sets made in this country are produced by manufacturers licensed by the Radio Corporation. In this regard, the court said: "... the facts disclosed by the record now before me indicate that the contracts for the sale of tubes embodied in the license agreements are an efficient instrumentality lessening competition substantially and tending, as well, to make the monopoly of the defendant in the sale of tubes for radio receiving sets complete."

The three propositions thus being found by the court to hold in this case, the motion of the plaintiffs for a preliminary injunction was granted. That the case will end here scarcely seems likely. For the time being, however, section three of the Clayton Act has again proved something with which to reckon when formulating marketing plans.

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### United Drug Stockholders Approve Sterling Merger

The stockholders of the United Drug Company, Boston, Mass., have approved a plan to merge their company with the Sterling Products Company, Inc., Wheeling, W. Va. L. K. Liggett, president of the United Drug Company, said that the new holding company, created as a result of the merger, will probably be known as Drug, Inc.

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### Speedwriting Account to Griffin, Johnson & Mann

Brief English Systems, Inc., New York, Speedwriting home study course, has appointed Griffin, Johnson & Mann, Inc., New York advertising agency, to direct its advertising account. Newspapers and magazines are being used.



# More Than



# 6 7\*

of the people in  
Columbus, Ohio look  
to the **DISPATCH** for  
news of Your Merch-  
andise and Service

\*Complete circle represents the number of occupied family domiciles in Greater Columbus, which, according to a recent Post Office survey is 70,225.

The finished portion of the circle represents the city (Greater Columbus) circulation of the Columbus Dispatch for the 6 months' period ending Sept. 30, 1927, which was 61,938. Note total circulation below.

## Columbus Dispatch

*Ohio's Greatest Home Daily*

Total Net Paid Circulation **117,077**

HARVEY R. YOUNG, Advertising Director, Columbus, Ohio  
O'MARA & ORMSBEE, INC., National Representatives

New York

Detroit

Chicago

San Francisco

# Names you all know

which recognize the vast and specialized market offered by the oil industry and cultivate it through

American Can Company  
 Aluminum Company of America  
 American Radiator Company  
 American Telephone & Telegraph Co.  
 Bethlehem Steel Co.  
 Blaw-Knox Company  
 Chevrolet Motor Co.  
 Federal Motor Co.  
 Fisk Tire Co.  
 Flexlume Corporation  
 Graham Brothers  
 Illinois Glass Co.  
 International Harvester Co.  
 Linde Air Products Co.  
 National Carbon Co.  
 National Lead Co.  
 Oxyweld Acetylene Co.  
 Prest-O-Lite Co.  
 Pyrene Mfg. Company  
 Geo. D. Roper Corp.  
 Reo Motor Company  
 Taylor Instrument Co.

*Edited from*  
**TULSA, OKLA.**  
 World Building

**CHICAGO**  
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**HOUSTON, TEXAS**  
 West Building

**NEW YORK**  
 342 Madison Ave.

**LOS ANGELES, CALIF.**  
 Petroleum Securities  
 Building

*Published from*  
**CLEVELAND**  
 1213 W. Third St.

Member:  
 A. B. C.  
 A. B. P.

## NATIONAL PETROLEUM NEWS

**Human Interest Insures Reader-Interest**

## How Much Does It Cost Agencies to Prepare Copy?

OAKLAND, CALIF.

Editor of PRINTERS' INK:

The percentage of copy cost to total net revenue in a certain large Western agency is 12 per cent; that is, the total cost for all copy service, including necessary contact, development of ideas in collaboration with art and production departments, necessary stenographic service and proof reading, represented 12 per cent of the agency's total net revenue for one year.

Of the total service and space commission revenue, that is, the total revenue less that received for art work, engraving, printing, etc., the amount expended for copy is 18 per cent.

Have you compiled any figures giving comparative costs in other agencies? If so, I would greatly appreciate any such information you have available. It is my impression that copy costs run higher than this in many agencies.

For your information the agency mentioned handles the usual variety of accounts, using magazine, trade-journal and newspaper space, with newspapers predominating, and operates on both a space commission and service fee basis according to the nature of the accounts.

In case you have no such information available, would it be possible to publish an item based on this letter, without the use of names, inviting other agencies' comment thereon?

**A**BOUT twenty years ago, when the agency business was far less complicated than it is today, it would have been possible to answer this question. Today a trustworthy answer cannot be given. It does not seem possible, today, to segregate the cost of copy in different agencies in a manner that would give comparable figures.

There was once a time when every advertising agency had a copy department. Today there are advertising agencies in which there are no copy departments.

At the last hearing of the Federal Trade Commission in New York, held in connection with the investigation of advertising which that Government body is making, James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies, indicated the reason why copy departments, as such, do not exist in some agencies of today when he said that copy practically writes

itself. His statement, as given in a transcript of the hearing, was:

The copy itself is really a small thing. Copy in the modern agency almost writes itself. It is like a rose on a bush. You see a rose budding and you say: "What a wonderful rose." You never think about the fact that the flower must be right; the garden must be right, and that there must be the right sort of a rose bush seed. They must have proper care in spraying and culture or the result would never be there. Yet all you say is: "What wonderful roses." You forget the mother bush.

What Mr. O'Shaughnessy intended to convey was this:

By the time a modern agency is ready to write a report on the investigative and research work which it has done on an account, it has practically written the copy for that account. Mr. O'Shaughnessy's statement may also be taken to mean that the man who sat in a cubby-hole during all the business hours of every business day in the week and was called a copy writer, is passing out of the agency business. The copy writer, in the modern advertising agency, is the man or woman who is out rubbing shoulders with manufacturers, dealers and consumers. Copy is no longer a matter of pure inspiration. It is becoming more and more a message based on tested and proved facts.

A recently published book called "The Advertising Agency," by Floyd Y. Keeler and Albert E. Haase, gives a number of tables on the operation costs of different departments of the advertising agency. In these tables no mention is made of a "copy department."

It is possible, from a study of these tables, to arrive at some idea of the cost of producing an advertisement. If it is assumed that the production of an advertisement requires the work of a marketing department, a production department, an art department and a typographical department, then the tables indicate that the cost of producing an advertisement represents 52.73 per cent of the total income of an advertising agency, assuming the total income to represent 100 per cent.

Some figures made public by

John Benson, president of the American Association of Advertising Agencies, in an address which he delivered before the 1926 convention of that association, support these percentages as given in the book tables. Mr. Benson, in that address, reported that in a study of twenty-eight advertising agencies he found the average income to be 14.29 per cent of billing, and the amount of money spent for servicing clients to be 8.28 per cent of billing. This amount of money spent for servicing clients may be assumed to represent the cost of producing an advertisement. The relationship of 8.28 per cent to 14.29 per cent in Mr. Benson's study is roughly the same as the relationship of 52.73 per cent to 100 per cent in the study made by Keeler and Haase.—[Ed. PRINTERS' INK.]

### Bisberne Agency to Direct All of American Seating Account

The Bisberne Advertising Co., Inc., of Chicago, which has been directing the advertising for the school desk division of the American Seating Company, Chicago, has been placed in charge of the entire account, including school desk, church and theater divisions. Architectural, religious, educational and theater publications will be used.

This agency will also direct the advertising for a new cigarette-lighter fluid manufactured by the Apex Laboratories, Chicago. Plans call for the use of magazines and business papers.

### Lloyd Keenan with Wilson-Jones Company

Lloyd Keenan has joined the advertising division of the Wilson-Jones Company, Chicago, De Luxe loose-leaf systems. For the last six years he has been with the Baker Vawter Company, New York, of which he was advertising manager.

### W. A. Whitcomb Heads Great Northern Paper Company

William A. Whitcomb, for seventeen years first vice-president and general manager of the Great Northern Paper Company, Millinocket, Me., has been elected president. He succeeds the late Garret Schenck.

### Appoints Albert Frank Agency

The Greater Insurance Exchange Building, Chicago, has appointed Albert Frank & Company, Chicago advertising agency, to direct its advertising campaign. Newspapers and insurance publications are being used.

### Western College Comics Group to Meet

Advertising and publishing problems of the college humorous publications of the West will be taken up at a meeting to be held at Seattle, March 26 to 28, at the University of Washington. This meeting will be attended by business managers and editors of the Western Association of College Comics. Albert Salisbury is president of the Association.

### Donovan-Warren, New Business

J. M. Donovan and W. T. Warren have started a commercial photography studio at New York, under the name of Donovan-Warren, Inc. Mr. Donovan was with the former Renniére Process Company, and Mr. Warren was advertising manager of *Motion Pictures Today*.

### C. B. Smeeton Joins Wisconsin Power & Light

Cecil B. Smeeton, Jr., formerly with the G. H. Robinson Company, advertising novelties, Chicago, is now with The Wisconsin Power and Light Company, Madison, Wis., as assistant to the director of publicity in charge of commercial advertising.

### Guy Hubbard with National Acme Company

Guy Hubbard has been appointed advertising manager of the National Acme Company, Cleveland. He was formerly a member of the headquarters staff of the American Society of Mechanical Engineers.

### To Represent "The American Girl"

Harry E. Hyde, publishers' representative, Philadelphia, has been appointed to represent *The American Girl*, in New York, Pennsylvania, Maryland, Delaware and the District of Columbia.

### Candy Publications Merge

*Candy*, Chicago, and the *Confectioners Weekly Gazette*, New York, have been merged. The consolidated paper will be known as the *Candy Gazette* and will be published weekly at New York. Emmet Boyles will be publisher.

### New Account for D'Evelyn & Wadsworth

The Everett Pulp and Paper Company, San Francisco, has placed its advertising account with D'Evelyn & Wadsworth, advertising agency, also of San Francisco.

# *The Burroughs Cleaning House*

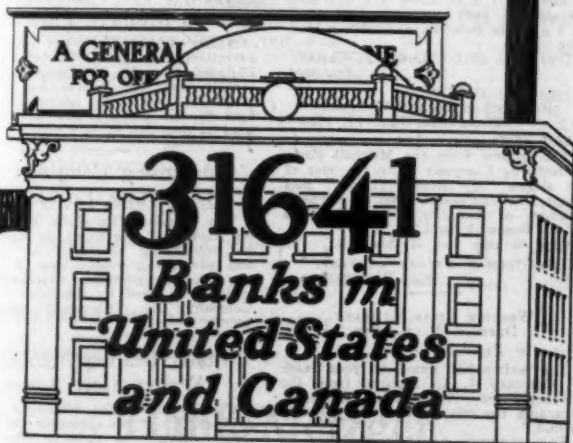
February, 1928

57,926 Copies

# 57926

## Copies

completely covering  
the



*Write Today  
For Complete Information*

**THE BURROUGHS PUBLICATIONS**  
Second Blvd. and Burroughs Ave., Detroit

## Might It Be "Your Bosom Friend?"

R. D. WYLY, INC.

WASHINGTON, D. C., Feb. 11, 1928.

Editor of PRINTERS' INK:

On page 52 of your issue of February 9 you quote a letter from the Mitchell-Faust Advertising Company of Chicago, asking if the slogan "My Bosom Friend" has been used before.

The writer has never seen that exact phrase, but if the pronoun is shifted from first to second person—resulting in "Your Bosom Friend"—the slogan is that used by Archer's Laundry, a large operator in Baltimore.

Whether or not it is copyrighted I do not know. Archer's have used it for many years; in fact, it probably originated when stiff-bosom shirts were more prevalent than they are today. Would suggest that Mitchell-Faust get in touch with the company if they still are interested.

DONALD M. BROWN.

E. LYELL GUNTS, INC.

BALTIMORE, FEB. 11, 1928

Editor of PRINTERS' INK:

I notice an inquiry in your February 9 issue as to the slogan "My Bosom Friend." Archer's Laundry of Baltimore has for many years used the slogan "Your Bosom Friend" referring to the work they do on shirts.

I haven't seen any of its advertising of late and I don't know if it still uses the slogan. Stiff bosoms are not much of a problem these days, except in evening dress.

LOUIS F. CAHN,  
Associate.

BRAITERMAN FEDDER COMPANY

BALTIMORE, FEB. 11, 1928

Editor of PRINTERS' INK:

The request from the Mitchell Faust Advertising Company as to the user of the slogan "My Bosom Friend," may result from the slogan used by Archer's Laundry of this city, whose slogan is "Your Bosom Friend."

Glad to help you, if this will.

BRAITERMAN FEDDER COMPANY,  
WM. BRAITERMAN.

WEBSTER CIGAR COMPANY

DETROIT, MICH., FEB. 15 1928

Editor of PRINTERS' INK:

The writer has noted in your issue of February 9, an inquiry from the Mitchell-Faust Advertising Company, regarding the catch phrase, "My Bosom Friend."

This company has had a phrase up for consideration for several months and has a sketch which has been made for at least six months using the phrase, "His Bosom Friends."

However, I too, am somewhat doubtful as to the originality of the phrase, as it has rather a familiar ring to several of us.

WEBSTER CIGAR COMPANY,

R. E. FOLEY,

Advertising Manager.

## Maybe This Settles It?

ARCHER'S LAUNDRY  
"YOUR BOSOM FRIEND"

BALTIMORE, FEB. 16, 1928

Editor of PRINTERS' INK:

In looking through your magazine of February 9, I noticed several letters, on page 52, asking about the slogan "My Bosom Friend." Our firm has used the slogan "Your Bosom Friend" for the last twenty years. This slogan is registered in the State of Maryland, and no one in the same line of business, as we are, can use it. Hope this will straighten up the little discussion.

ARCHER'S LAUNDRY,  
JOSEPH E. ARCHER.

## Death of W. Percy Mills

W. Percy Mills, president of the Moore Push Pin Company, Philadelphia, manufacturer of Moore push pins, map-tacks, etc., and one of the founders of the Poor Richard Club, advertising club of that city, died on February 18. His early years in Philadelphia were spent with the Curtis Publishing Company. Later he engaged in advertising agency work. His next connection was with the Philadelphia *Bulletin* where he remained until 1917, when he was elected president of the Moore Push Pin Company. At the time of his death, Mr. Mills was fifty-six years old.

## Homer W. Peabody with Gimbel Brothers, Philadelphia

Homer W. Peabody has been made advertising manager of Gimbel Brothers, Philadelphia. Mr. Peabody, who was president of the Advertising Club of Louisville, Ky., was advertising manager of the Stewart Dry Goods Company of that city for a number of years.

## Advertising Campaign for Silvertone Envelopes

The Standard Envelope Manufacturing Company, Cleveland, is conducting an advertising campaign in printing and advertising publications on its Silvertone clasp envelope. This campaign is being directed by the John S. King Company, Inc., Cleveland advertising agency.

## Roller Bearing Account to Walter Scott Agency

The Orange Roller Bearing Company, Orange, N. J., has appointed the Walter Scott Advertising Agency, New York, to direct its advertising account. Trade papers will be used.

## Batten Transfers D. T. Carlisle

D. T. Carlisle is now with the New York office of George Batten Company, Inc. He had been with the Boston office of this agency for seven years.

## —and common sense.

[ The soundness and capacity of an advertising agency may be estimated also by the duration of its periods of service to its clients. ]

MULHENS & KROPFF, INC., <i>No. 4711 Glycerine Soap and other Toilet Products</i>	1913 1914 1915 1916 1917 1918 1919 1920 1921 1922 1923 1924 1925 1926 1927 1928
COLUMBIA PHONOGRAPH COMPANY, <i>The Viva-sonal Columbia; Columbia New Process Records</i>	1913 1914 1915 1916 1917 — — — — — 1925 1926 1927 1928
THE YALE & TOWNE MANUFACTURING COMPANY, <i>YALE Locks and Hardware</i>	1914 1915 1916 1917 1918 1919 1920 1921 1922 1923 1924 1925 1926 1927 1928
THOS. A. EDISON, INC., <i>The Ediphons</i>	1917 1918 1919 1920 1921 1922 1923 1924 1925 1926 1927 1928
PARAMOUNT FAMOUS LASKY CORPORATION, <i>Paramount Pictures</i>	1917 1918 1919 1920 1921 1922 1923 1924 1925 1926 1927 1928
WHITING PAPER COMPANY, <i>Writing Papers</i>	1918 1919 1920 1921 1922 1923 1924 1925 1926 1927 1928
THE TEXAS COMPANY, <i>Texas Petroleum Products</i>	1920 1921 1922 1923 1924 1925 1926 1927 1928
S. W. FARBER, INC., <i>Adjusto-Lite; Farberware</i>	1920 1921 1922 1923 1924 1925 1926 1927 1928
BRILLO MANUFACTURING COMPANY, INC., <i>Brillo</i>	1921 1922 1923 1924 1925 1926 1927 1928
EDISON STORAGE BATTERY COMPANY, <i>Storage Batteries</i>	1925 1926 1927 1928
PUBLIX THEATRES, INC., <i>America's largest chain of motion picture theatres, led by The Paramount in New York</i>	1926 1927 1928
FEDERAL-BRANDES, INC., <i>Kolster Radio</i>	1927 1928
G. CERIBELLI & COMPANY, <i>Brischi</i>	1927 1928
TRANSKUTAN, INC., <i>Ethical Medical Preparations</i>	1927 1928
THE GEORGE W. LUFT COMPANY, INC., <i>Tangee Lipstick and other beauty aids</i>	1927 1928
McKESSON & ROBBINS, INC., <i>Pharmaceutical and Toilet Preparations</i>	1928
ROYAL TYPEWRITER COMPANY, INC., <i>Typewriters</i>	1928

## Hanff-Metzger

Incorporated  
Advertising

Organized, 1913

Paramount Building, Broadway, 43rd and 44th Streets, New York



What would be your reaction  
to a letter like this  
from one of your customers?

*The Wonderly Co.*

23 Wall St., New York, N.Y.

Jan. 17, 1928.

Dry Goods Merchants' Trade Journal,  
183 Madison Ave.,  
New York City.

Gentlemen:

Kindly send us an extra copy of your special  
16 page Anniversary Section in the January  
issue of the Journal.

I do not know of a journal that gives the  
merchant more valuable information than does  
your Merchants' Trade Journal. It gives one  
a new lease on his business. It contains  
many new ideas which the 'other fellow' has  
used, which can be used to good advantage  
in promoting one's own business. It helps  
one progress by giving him new enthusiasm  
and more life to compete in this ever in-  
creasing competition for patronage.

One must be ever looking ahead for new ideas,  
and your Journal is full of them.

Yours very truly,

THE WONDERLY COMPANY

Pres

*C. E. Wonderly*

CEW:ICR

13,000 Subscribers like the Wonderly Co. have made  
the "Journal" the leading publication in its field.

*Additional Information on request*

**DRY GOODS Merchants Trade JOURNAL**

181 Madison Avenue  
New York

**DES MOINES**

[Members A.B.C. & A.B.P.]

1800 Mallery Bldg.  
Chicago



## "Trade-Ins" on Men's Clothing Is Suggested

The Woolen Corporation of America Suggests That the Men's Clothing Business Could Best Be Stimulated Were the Industry to Adopt the Trade-In Plan of the Automobile Field.

"TRADE in Your Old Suit" is a new policy and slogan for retailers of men's clothing, suggested by the Woolen Corporation of America, of New York, in recent business-paper advertising. The success of the used-car allowance in the automobile industry is stated as the inspiration of this advice.

The Woolen Corporation thinks that this plan "would not only tend to solve the manifold ills which have come in the wake of under-consumption, as the necessities which the fabric and apparel trades produce were relegated to a secondary position by the luxuries marketed by more progressive industries, but it will inoculate an era of clothes consciousness which will serve to make America a nation of better dressed men."

The advertisement refers to the trade-in practice existing in the sale of pianos, vacuum cleaners, radios and electric irons as sales stimulants in their respective industries. It says that the great success of the automobile makers has been due, to a great extent, to the acceptance of used cars as part payment on new ones. The company declares that the allowance made on old suits is a matter of detail to be decided upon by those using the plan. The turned-in suits would be disposed of in foreign markets or junked.

As the introductory advertisement declares, it is true that the automobile industry owes much of its success to the trade-in policy. But it is also true that one of the auto dealers' most serious problems at the present is found in the used-car question. In fact, the prime reason why so many automobile dealers are not mak-

ing a profit is the load they must carry in the form of trade-ins. And yet there is much more wear left in a second-hand car than there is in a second-hand suit. A satisfactory repair may be made on an ailing engine, but a patch on a pair of trousers will not increase their value.

The attitude of merchants and manufacturers in the industry was sounded out by the *Daily News Record*, New York. One dealer said: "The trade-in plan would not be welcome to our organization, as we have no outlet for second-hand clothes and such a plan would necessitate returning to the method of selling of seventy-five years ago when price wrangling was in vogue." Another wrote: "Such talk has a depressing effect." Still another stated: "An unfortunate admission. Business is bad, but we haven't quite reached that depth yet."

Perhaps the nearest comparison that can be made on the value of this plan is in the fur trade where it has been used to some extent. When the Philadelphia Fur Manufacturers' Protective Association met last fall, J. Lichterman, of Philadelphia, attacked this practice. The *Daily News Record* quotes him as having said at the time: "A woman will come into my store and I will quote her a price of \$25 on an old fur coat. She expresses considerable surprise because another firm has just offered her possibly \$100 for the same coat. She does not appreciate the fact that the new coat which was shown her at the other establishment for \$350 is the same coat that I am trying to sell her for \$265—the customer thinks the other firm is giving her a big bargain."

The woolen company's plan seems to have met with disapproval, although several stores have adopted it. These stores will either scrap the clothing turned in or give it away to charity. On such a basis the plan might act as a sales stimulant but this probably would be offset by the retarding effect of the accompanying mark-up in price.

## The Advertiser's Interest in the Public Utility

OLMSTED-HEWITT, INC.  
MINNEAPOLIS, MINN.

### Editor of PRINTERS' INK:

I am looking for all the information possible on advertising of public utility gas companies. If you have published any articles on this subject or have any other material available I would appreciate obtaining it. Any articles or references in the general public utility field would also be helpful.

CHARLES IRA BROWN.

MR. BROWN'S letter is additional evidence of the growth of interest in the peculiar advertising and merchandising problems of the public utilities, in other fields of business which find themselves affected by the policies of these companies.

Still better evidence of this is the list of articles which has been sent him, and which includes the titles of seventy-seven articles published in PRINTERS' INK and PRINTERS' INK MONTHLY during the last two years, dealing with various aspects of public utility advertising and merchandising.

There is no advertiser whose marketing problem is more intimately interwoven with those of all other advertisers than the big public utility of today—for the reason that its own business depends in preponderant measure upon the activity of its chief customers, who nowadays almost invariably include all the other big manufacturing or other commercial enterprises within its territory. Many of them, recognizing this fact, are beginning to seek ways and means of employing their own advertising to assist their large customers to increase the scope and activity of their operations—which will directly result in a larger use of the utility company's service.—[Ed. PRINTERS' INK.]

### "Nature" Appoints Blanchard-Nichols-Coleman

Blanchard-Nichols-Coleman, publishers' representatives, have been appointed Mid-Western advertising representatives for *Nature Magazine*, Washington, D. C.

### I. C. Copley Buys Kellogg Newspapers

Ira C. Copley, of Aurora, Ill., has purchased fifteen newspapers constituting the Kellogg group of Southern California. These newspapers were founded and controlled by F. W. Kellogg and his son W. S. Kellogg. The newspapers involved in the purchase are:

The Alhambra *Post-Advocate*, Pasadena *Evening Post*, Monrovia *Evening Post*, Glendale *Daily Press*, Eagle Rock *Daily Press*, Burbank *Daily Press*, Hollywood *News*, San Fernando *Valley News*, Sawtelle *Evening Tribune*, Santa Monica *Evening Outlook*, Venice *Evening Vanguard*, Culver City *Star-News*, Redondo Beach *Daily Breeze*, Hermosa *Daily Breeze* and San Pedro *Daily News*.

Mr. Copley immediately resold the Glendale *Press* to the Glendale *News*. The two papers will be merged as the Glendale *News-Press*, under the control of Samuel G. McClure and Jacob D. Funk with Mr. Copley becoming a large stockholder in the merged dailies.

The Glendale papers and the Hollywood *News* will transfer their ownership immediately. The transfer of the other thirteen papers will be effective September 1.

After September 1 F. W. Kellogg will be president of the Pasadena Post Publishing Company, and vice-president of the Copley Press, the corporation which owns the Copley newspapers in Elgin, Aurora and Joliet, all of Illinois, and which will be the holding company for the stocks of the San Diego *Union and Tribune* which were recently purchased by Mr. Copley, and other properties. W. S. Kellogg will become president of the Alhambra Publishing Company and manager of the Alhambra *Post-Advocate*.

### Made Advertising Manager of New York "Graphic"

William L. Englehart, national advertising manager of the New York *Evening Graphic*, has been appointed general advertising manager, succeeding Harry Ahern, resigned. Mr. Englehart joined the *Evening Graphic* about a year ago.

Martin H. Weyrauch has been made business manager. He was formerly managing editor, a position now held by William Plummer, who has been city editor.

Emile H. Gauvreau will continue as editor and publisher of the *Graphic*.

### I. A. Kunzman with DeLong Hook & Eye

I. A. Kunzman has been appointed assistant sales promotion manager of the DeLong Hook & Eye Company, Philadelphia. He formerly was with the Westinghouse Lamp Company.

J. Allen Mades has joined the sales staff of the Mail Advertising & Distributing Company, Seattle, Wash.

**If You Happen To Be Interested**

**In The Reaction To The**

**NEW**

**Architectural Forum—**

**C**IRCULATION the largest since  
this publication was established  
in 1892.

**1928 advertising now booked ex-  
ceeds any previous year.**

**March exceeds any previous issue  
ever published.**

**It is evident that a publishing policy  
which progresses with the new de-  
mands of the profession appeals to  
advertisers as much as it does to  
architects.**

**Any advertising agent or advertiser  
interested in the architectural mar-  
ket will be sent a copy of the new  
Architectural Forum on request to  
383 Madison Avenue, New York.**

## Photo-Engravers Are Told to Cease and Desist

IT was at Chicago, in 1915, that the American Photo-Engravers Association, at its annual convention, following an investigation into average cost of production, approved a schedule of minimum uniform base prices that later became known as the "standard scale." Last week, the Federal Trade Commission publicly announced that "suppression of competition in price in the sale of photo-engraving products in the United States through combination and conspiracy is prohibited by the Federal Trade Commission in an order just issued to the American Photo-Engravers Association and its various member clubs." The "standard scale" is the practice which the Commission claims suppresses competition in prices. The order was served upon 231 respondents.

Local and sectional clubs and their officers are ordered to cease and desist from a number of practices which, in effect, are as follows:

Making agreements between two or more respondent local clubs or between individual photo-engravers not to sell their products at prices lower than the customary or agreed prices in a given locality.

Use in contracts with local photo-engravers' unions of provision known as "Clause Ten" for compelling a photo-engraving concern to agree to set prices or cease to offer competition in such prices.

Notifying any union or its agents of price cutting on part of a photo-engraver with a view to intimidating or preventing such photo-engraver from freely making his own prices.

Advocating, maintaining or using any resolution as to price or minimum price of any single photo-engraving product or process or any resolution for lessening price competition therein.

Reprimanding, fining, suspending or expelling members who fail to abide by price agreements.

Asserting or using the right or power to inspect books or records of any photo-engraver to detect violations, if any, of price agreements.

Conducting educational classes in estimating for the purpose of securing or approximating common prices among members or other photo-engravers or any photo-engraving product or any specialty, operation, extra or accessory.

The American Photo-Engravers' Association, its officers, members and representatives, are further ordered to discontinue in effect the following practices:

Using the official organ, "Photo-Engravers' Bulletin," to encourage conspiracies and combinations in price fixing or other unfair practices.

Fostering an understanding through "Clause Ten" or otherwise on the part of any photo-engraver with any union whereby the union might bring pressure by strike or withdrawal of men or by threat to induce a photo-engraver to lessen or prevent competition in price.

A complaint against the International Photo-Engravers' Union of North America regarding the alleged activities of the union in forcing photo-engravers to maintain a scale of prices was dismissed.

## Fairchild Aviation Account to M. P. Gould Agency

The Fairchild Aviation Corporation, New York, and its subsidiaries, including the Fairchild Airplane Manufacturing Corporation, Camenz Engine Corporation, Metal Boat Division, Fairchild Aerial Camera Company and the Fairchild Flying Boat Corporation, have appointed the M. P. Gould Company, Inc., New York advertising agency, to direct their advertising accounts.

## J. L. Frazier, Editor, "Inland Printer"

J. L. Frazier will become editor of *The Inland Printer*, Chicago, on March 1. He succeeds Harry Hillman, who resigned after many years of service. For several years Mr. Frazier has been advertising manager of The Seng Company, also of that city. He has also been an associate editor of *The Inland Printer*.

## Anita Kepler Joins Millis Advertising Agency

Anita Kepler, formerly advertising director of Citrus Fruit Products, Chicago, has joined the Millis Advertising Company, Indianapolis. Mary Shaunty, formerly with the Potts-Turnbull Advertising Company, Kansas City, has also joined the Millis organization.

## S. H. Ralph, General Sales Manager, Flintkote

Stuart H. Ralph has been appointed general sales manager of The Flintkote Company, New York, asphalt shingles and prepared roofing. He formerly was assistant sales manager.



**T**OWN & COUNTRY is frankly a luxury—even to those who can afford it. It makes friends slowly, but never loses them. There is nothing synthetic about it. TOWN & COUNTRY neither loses itself in special issues, nor submerges into departments. Substantial people pay real money for TOWN & COUNTRY because they like it. More wealthy people pay more money for TOWN & COUNTRY because they like it more than any magazine in America.

*Town & Country*

119 West 40th Street, New York

# The Back-bone of Advertising Return in Central Illinois



*A Typical Suburban Town*

**69% Coverage of 80 Towns in  
Central Illinois—** Including Thousands of  
Farm Homes  
(Total Population 30,000 Families)

**80% Coverage of the 26 Suburban  
Towns in McLean County—** Including  
Rural Routes  
(Total Population 17,732 Families)

**94% Coverage of the 9,500 City Homes  
of Bloomington-Normal**

**A \$37,000,000 Market Delivered  
At a New Low Cost by**

## The Daily Pantagraph.

**THE DAILY BULLETIN**

*Published Evenings (Except Saturdays and Sundays) and  
Saturday and Sunday Mornings*

**BLOOMINGTON, ILL.**

REPRESENTATIVES

CHAS. H. EDDY CO., 247 Park Ave., New York City; 294 Washington St., Boston  
F. E. WALES, Room 1501, 140 S. Dearborn St., Chicago  
Member A. B. C., A. N. P. A., Associated Press

# Lower Postal Rates Would Act as Business Incentive

Testimony of Advertisers and Publishers Is to the Effect That Present High Rates Are a Business Retardant

(Special Washington Correspondence)

**W**IDESPREAD demoralization of various lines of business was shown to be due to present postal rates by a great deal of the testimony presented to the House Committee on Post Offices during a continuation of the hearings on postal rates last week. From questions asked by practically all members of the committee, it was evident that they were deeply impressed by the numerous experiences of publishers, advertisers and others. It was also evident that it is the desire of the committee to report out a bill that will result in benefit to industry, and that it is intelligently considering the subject of postal rate revision from the viewpoint of the general industrial good.

A clear and definite outline of the postal service as a means of promoting all kinds of business was presented by E. T. Meredith, former Secretary of Agriculture, and publisher of three widely circulated publications in the farm field.

From his own experience he cited incidents to show how the present second-class rates curtail the circulation of publications, and how the extra expense is passed along to the public whenever possible. He said that his publications had been compelled to increase advertising rates \$1 a line since the increased postal rates went into effect, and showed how this increase had a tendency not only to harm business, but also to reduce the volume of the postal service, by reducing intercommunication. Then, after mentioning that a large part of the so-called deficit of second-class mail comes from the rural service, he continued:

"I don't believe that you would lower the deficit if you took the entire second class out of the mail. In that case, you would not lay off a man, you would not close up a

single building. You would require all the machinery that you now have, and its cost of operation would be approximately the same as the present cost.

"The postal service should be looked upon as a business proposition, and it should go after circulation, just as the publisher goes after it. I spend more for circulation than I get for it, in order to sell advertising. And the circulation of publications most certainly creates profitable business for the postal service.

"The second-class mail is the best producer of profitable business for the Post Office Department. When I refused to take subscriptions in a number of States, it cost the Government a lot of money. It cost all of the first-class mail necessary to solicit subscriptions and remit for them, and it cost money-order fees, too. Then, as advertising rates are forced up, the advertisers say that the cost of securing inquiries become prohibitive. That cuts down the first-class mail—the only profitable class. Everything you do that reduces the second class also greatly reduces the first class. I can give you many instances of enormous volumes of first-class mail produced by advertising."

In discussing the question as to whether the postal service should pay its way, Mr. Meredith pointed out that the department should be considered as an aid to business and the public, regardless of its cost, just as the agricultural department is considered an aid to agriculture. He explained that any farmer could purchase a book that cost \$2.50 for 6 cents, that the agricultural department is trying to get every farmer in the country to read its reports, and that it is using every effort to aid the country's farming industry. In the same way, he said that it was the original purpose of the postal service



to aid business at any reasonable cost, and that when the service failed to do so it reduced the Government's revenue by demoralizing business and thereby reducing income taxes.

The principal witness on third-class mail was Richard H. Lee, representing the National Council of Business Mail Users, who explained that the greatest use of third-class mail is as a follow-up to other forms of advertising. He said that mail-order selling had reached an enormous volume in this country because of a prevailing faith in the stability of postal rates, and put forth convincing evidence to prove that the prosperity of the country largely depends on the results produced by advertising.

"Prior to the increased rates," he continued, "all advertisers did business in much the same way. Now they are doing business differently, and last year saw a loss of 900,000,000 pieces in the volume of advertising mail. This is not only a loss from the viewpoint of the Post Office Department. It means that 900,000,000 salesmen failed to go out. It means that an enormous volume of profitable business failed to be created for the postal service and for the country as a whole."

Mr. Lee also said that American advertisers were being encouraged to send their mailings from Canada, because that country provided a 1-cent rate for each two ounces of advertising matter.

The witness said that he had a list of about 600 printers who had failed because of the curtailment of the volume of advertising mail, and that the demand on the part of advertisers for lighter paper was a demoralizing factor in the paper industry. He placed his organization on record as favoring the reply card and envelope as a provision of the most progressive and economic advantage, also a return to the 1920 rates. He said that the legislation of 1925 had been demonstrated to be wrong in theory and contrary to the experience of all successful business enterprises.

Testifying that the present postal rates had greatly curtailed the mailings of his firm, Frank E. Davis, of the Frank E. Davis Fish Company, Gloucester, Mass., explained that last year he intended to send out at least 5,000,000 circulars. Tests, however, proved that the business could not be secured profitably at the present postal rate, and the intended volume was reduced to 3,495,000 circulars. And to show how his circularizing brought profitable business to the postal service, he said that his company received 463,000 orders, all under 2-cent stamps, last year.

That high postal rates are a tax on advertising and all business promotion was the contention of M. C. Robbins, president of the Associated Business Papers, Inc. He explained to the committee that the circulations of the publications of his company are confined to the cities, as are many other trade publications, and that it was obviously unfair to allocate the cost of such delivery to the same class of which a very large volume is delivered at much higher cost through the rural delivery. Mr. Robbins also offered testimony to show that the income of a great many trade journals is derived from advertising and not from subscriptions.

As on former occasions, a request was made for second-class rates on publications delivered free, by Raymond T. Carey. He said that he publishes several magazines which carry both articles and advertising matter, and said that the magazines were mailed free to selected lists. He complained that he could not compete with publications which charged for subscriptions, because the Post Office Department considered that his publications are for advertising purposes.

Carey E. Quinn, representing the National Letter Postage Association, requested a 1-cent rate for first-class mail, and said that the proposition was backed by about 3,000 business men who were members of his association.

The Chamber of Commerce of the United States was represented



## CRITERION SERVICE



### Get it Closer

Criterion Service "merchandises" itself.

Select your neighborhoods (anywhere)—hire us to cover them with metal-framed and mounted posters, 8 feet high by 4 feet wide, attached at eye-level to busy neighborhood-shopping-corners—and we'll promise the dealer will know you are advertising, without advance proofs or portfolios.

He sees these posters himself, in his own neighborhoods. They speak every language, and reach even those who can read nothing else. His clerks see them; and his customers.

And he knows it.

#### Send for This Portfolio

*Even if only to be properly informed you should have it. It tells what Criterion Service is, so you can judge what it does—specifically applied to your selling. Maybe you will think of a new way to use the medium; maybe we can suggest one. It can be made to fit any territory, any sales plan.*

GRAYBAR BUILDING NEW YORK



by A. B. Barber, who told the committee that the Chamber considers the revision of postal rates to be one of the most important measures before Congress. He pointed out a number of inconsistencies in the cost ascertainment report, analyzed the figures of several classes of mail to show how the high rates have reduced volume, and, in part, said:

"There is abundant evidence that the present postal rates have retarded the natural growth of many branches of business. It has been admitted that these rates were established without adequate study and not upon a scientific basis following the accepted principles of rate-making. The Chamber of Commerce of the United States, through referendum vote of its members, is on record in favor of the establishment of postal rates through such a scientific determination, and has drawn attention to the uneconomic and inequitable character of the present rates."

#### PAPER MANUFACTURERS REPRESENTED

The next witness was Franklin Menges, Representative in Congress from Pennsylvania, who said that he appeared before the committee to represent the paper manufacturers in his district, and continued:

"They would like to see the rate on third-class matter reduced from 12 to 8 cents a pound. . . . The reason why they ask for this reduction is that the users of the paper that they manufacture are now using a lighter weight of paper; that is, a thirty-five or forty-pound paper. As I understand it, they manufacture a fifty or sixty-pound paper, and the advertisers are putting the manufacturers in my district out of competition. If the postage is reduced from 12 to 8 cents a pound they will be brought back into competition with the manufacturers who are selling the paper at this time."

Another Representative, Robert Luce, of Massachusetts, appeared to explain his bill (H. R. 8304) in behalf of the National Association of Book Publishers. He dwelt on the necessity of a wide

dissemination of knowledge, and when asked how far the Post Office Department should go in the dissemination, he replied:

"I would have it go as far in the dissemination of serious books as it goes in the dissemination of ephemeral literature. I cannot understand, for the life of me, why a proposal should be placed before you which will circulate magazines at a price, in many cases, that is only one-eighth of that which you charge for distributing a book."

Robert Goldsby, counsel for the National Association of Book Publishers, asked that the provisions of the Luce bill be incorporated in the bill before the committee. This would provide that mail matter of the fifth class shall include books consisting wholly of reading matter, and containing no advertising matter other than incidental announcements of books, at a rate of 2½ cents per pound or fraction, with a minimum of 3 cents for each parcel, and subject to the same maximum weight per parcel now prescribed by law for the fourth class.

Cranston Williams, secretary-manager of the Southern Newspaper Publishers Association, also appeared before the committee to endorse for his organization all of the testimony put forth by the representatives of the Conference of Newspaper Associations. He read a resolution, passed by his association, at its 1927 convention, as follows:

"Resolved, That the Southern Newspaper Publishers Association reaffirm its position that the wartime postal rates on second-class matter be repealed and reduced to the schedule of 1920 rates."

Others who testified before the committee last week were: R. B. Robinette, secretary and treasurer of the Haskell Paint Company, Cleveland; J. D. Wilson, of the Larkin Company, Buffalo; Louis Lux, of the Howard-Lux Company, Cleveland; R. F. Hicks, representing the International Baby Chick Association, and Chester A. Gray, of the American Farm Bureau Federation.

# ... our biggest February

Advertisers invested more money in the February, 1928 issue of **GOOD HARDWARE** than in any other February issue.

## 78% from old advertisers

.... and here's  
the reason

**GOOD HARDWARE** is the most widely read magazine in the hardware field.

**GOOD HARDWARE** alone completely covers the hardware trade. Other publications have their strong points. But only **GOOD HARDWARE** reaches every hardware dealer and every hardware jobber in the United States. **GOOD HARDWARE** gives each advertiser thorough coverage of the hardware market.

Incidentally 78% of the space in the February issue was used by advertisers who had used **GOOD HARDWARE** on previous contracts.



*Slips into the pocket—one reason it's so widely read.*

# GOOD HARDWARE

THE NATIONAL MAGAZINE OF THE HARDWARE TRADE

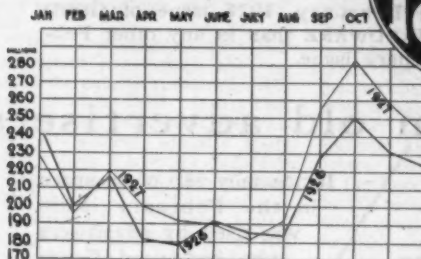
TRADE DIVISION

**THE BUTTERICK PUBLISHING COMPANY**

79 Madison Avenue, New York City

# DALLAS

35<sup>TH</sup> City  
in size  
18<sup>TH</sup> IN  
BUSINESS



Showing volume of  
Dallas bank clear-  
ings, by months,  
1926 and 1927.

**E**ACH year—each season sets new business records in Dallas. Business volume, as shown by bank clearings, is not only running far ahead of other years *but ahead of all other cities of similar size in America.*

In volume of bank clearings for 1927 Dallas ranked eighteenth among the cities of all the U. S. A.

The Dallas News is the first choice of national advertisers in this market. The Dallas Journal (at the special combination rate) will complete your *local* coverage by adding more than 40,000 evening circulation.



**The Dallas Morning News**  
**THE DALLAS JOURNAL**

*The John Budd Company, Representatives*

# How One Manufacturer Trained Men Both for Sales and Service

Meeting the Problem of Setting Up Company Retailers in Competition with Independents Who Buy Its Wares

By Paul C. Halley

[EDITORIAL NOTE: The author of this article writes under the name of Paul C. Halley because he wishes to conceal his identity and that of the company he represents. He is personnel director of one of the most active proponents of direct merchandising to the public, through its own service stations, among the large refining companies.]

FOR some years past, our distribution has included among its major outlets the company's own service stations, direct deliveries to large consumers on a contract basis, and independent retail dealers—garages and service stations. I think it is safe and proper to say that our distribution will continue, for a long time to come, to have these three factors to deal with, although the proportion of the total going through each channel may change either temporarily or permanently in one or the other direction.

This being the situation, there may be both interest and practical value in a summary of our methods of training our service station staff—that is to say, our retail salespeople—and at the same time co-operating as harmoniously as possible with the independent retailer, who sometimes is just across the street from a company station. There may be a hint or two in our practice for other people who are interested in this problem of retail selling efficiency, either as manufacturers or distributors, even though their particular product does not seem to have much in common with gasoline and motor oils.

It might as well be admitted at the outset that we ourselves are not entirely satisfied with the job we are doing in this direction. We incline to believe that the personnel of the service stations constitutes a weak place in the distribution structure of the oil industry. This weakness is probably partly

due to the fact that men having all the qualities of good service station men are not easy to find and partly to the fact that we have not yet succeeded in systematizing their training to as high a standard of thoroughness as we would like to attain.

First of all, it may help to set down some of the relative advantages and disadvantages, as business getters and keepers, of the company service station and the independent station—probably remarkably similar to the relative advantages and disadvantages of the independent and the chain grocery store or drug store.

The company station is apt in many ways to be more efficient, but it is an impersonal efficiency. The company station almost certainly must carry a heavier burden of overhead expense, figured against the price spread which in both cases is expected to carry the retailing cost. It must handle a relatively larger volume per pump to offset this.

## GETTING BUSINESS THROUGH SYMPATHY

The company station benefits more directly by company advertising, although the independent's pump decoration and sign, or signs, may partly offset this. On the other hand, the independent retailer can lick the company at every turn in the road when it comes to building up a personal following—not that the director of a company station who is a first-class man cannot also build up a personal following, but human sympathy always goes out to the little fellow, and human sympathy carries a tremendous lot of business on its shoulders.

A curious, but perfectly natural result of this situation is the ten-

dency of the business to divide as it does. Transient, tourist business rather tends to favor the company station; local, permanent business, the independent retailer. The reasons, I think, are fairly obvious but none the less interesting.

#### WHY THE BUSINESS DIVIDES

The stranger, traveling through, unacquainted with the local filling-station people or their reliability, instinctively prefers the company station, because of the name, which usually is at least known to him and stands for something, and in our case at least because we spend a good deal of money on both the architecture and the upkeep of our stations to make them attractive by their neatness, dignity and solidity of appearance.

On the other hand, the local resident knows the local independent man, calls him by his first name, feels a personal interest in him, and probably feels that in buying gas and oil from him, he is helping him personally, and at the same time getting our brand of gasoline just the same as in our own station.

So much for the general background of the situation. The first question, now, is when, where and why the company decides to open a station of its own. Then we can go on to the selection and training of the crew of that station, and how our organization works to retain both the business and the friendship of the independent retailers in that neighborhood.

It would plainly be a futile and foolish thing to invest the considerable sum a new service station represents, in a neighborhood in which the only result would be to effect a mere transfer of volume from independent retailers purchasing from us, to the company station. As a matter of fact, if that could be the result, it would almost certainly be worse than that. If a new station cannot confidently be expected to mean a considerable absolute increase in our volume in that region, it would probably cause a consider-

able absolute loss because of its effect in antagonizing the independent retailer and sending him to our competitors to purchase his supplies. Attempts to "force" distribution have their limits.

On the other hand, when a survey shows a point within our territory where a considerable volume of gasoline and motor oils can reasonably be expected to be sold or is actually being sold, but not ours; and where, we become convinced, another station is really needed, we can usually prove that its presence will be actually beneficial to such retail connections as we already possess in that neighborhood. We are careful not to "crowd" our retailers or even to give them a chance to feel that we are crowding them.

Once it is decided that a new company station is needed in a definite district, it is often desirable to get a location as close as possible to the largest and most active existing station, whether that of another company or of an independent or chain retailer. It has been proved over and over again, to the satisfaction of the retailer no less than to our own, that two stations on opposite corners do not merely divide a fixed amount of business; by increasing the service facilities of that corner, they attract more business, by which the already established station benefits.

The good old motto: "Don't scatter; concentrate" applies forcibly to the location of filling-stations. We frequently encourage motorists to take note of the unusual service facilities of a certain corner, caused by the presence of several competing stations with plenty of pumps to minimize waiting, so that they will vary their route if necessary to make their stops for gas there.

Now as to the men who man the new company stations. Here we have an ideal that we probably never will fulfil; because by the time a man comes along good enough to measure up to what we think an ideal service station director should be, in no time at all he is either in business for himself, or more often we need



*If you'd care to see  
our ideas for your  
Outdoor Advertising,  
ask to have a Walker  
& Co. man call.*

**R**esplendent  
clarity of design are  
enticements to the eyes of womanhood + + + These  
qualities are natural requisites of Outdoor Adver-  
tising + + + To unfolding a characteristic feminine  
appeal, the creative staff of Walker & Co. brings  
a specialized technique — available to any  
national user of Outdoor Advertising.

**WALKER & CO.**

**OUTDOOR ADVERTISING**

*Selling Representatives for POSTER, PAINTED and  
ELECTRIC DISPLAYS throughout the  
United States and Canada*

**DETROIT**

**Flint**

**Saginaw**



him as superintendent of a group of stations, and he is on his way up, perhaps eventually to still higher posts in the company organization.

The man we want is neither too young to be stable and serious of intention, nor too old to be active, able to stand a certain amount of exposure to bad weather, and to promise a fair length of service. We set considerable store by evidences of personal neatness and habits of orderliness and method. If he shows signs of carelessness in his way of doing things, he is not apt to take kindly to the routine we expect him to observe, and to our insistence upon the last degree of neatness, cleanliness and order about the station.

We want, as far as it is possible, to pick him by interview and study, a man of cheerful, companionable temperament and friendly disposition; not a man who is easily irritated, or annoyed or likely to take offense at trifles, nor a man who does not actually like to meet and talk with people.

Every applicant must pass a brief examination, mainly designed to prove his ability to keep the accounts of a station accurately and figure the charge for any purchase correctly. Of course everything counts in the final decision—references, observation and examination balance, and except in the case of an obvious and complete failure no one point is conclusive.

The fundamental character requirement of common honesty is so obvious I probably don't need to mention it. But we also try, as far as we can, to avoid the drifter and to pick the man who "belongs" so well in this type of work that there never will be a reason for his looking for another job except a higher one that he makes for himself.

#### WHY DISCIPLINE IS NEEDED

It probably will not escape your attention that some of these qualifications are apt to be rather opposed to each other, if not outright contradictory. Your true drifter is usually the best-natured

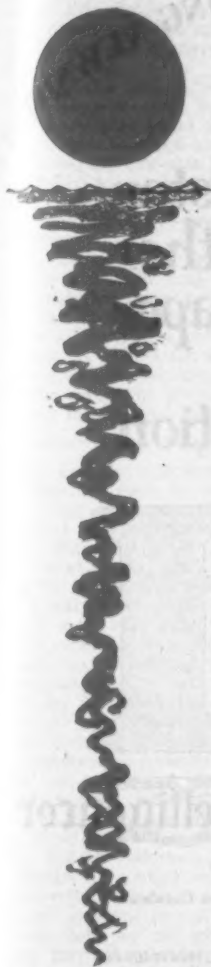
soul alive, and an expert at meeting people on a friendly basis. Conversely, the man who is naturally neat and methodical in every little detail is also inclined to have scant patience with anybody who upsets his cherished routine, and not to stop and think that it is a customer whom he is "bawling out."

The practical impossibility of ever finding all these opposing merits united within one human skin is the reason for discipline, careful supervision and close control in the management of a big chain of retail service stations. It may also be the reason why company stations sometimes cannot match a first-class individual retailer in gallon sales.

There are within our organization, just as in any other organization and in the world in general, all shades of disposition and temperament between the salesman and the bookkeeper, or the drifter and the plugger, or whatever constitutes your pet description of the two kinds of men. They are reflected in the conduct of the stations by their individual directors—the man who never needs a word of advice or help on selling and getting along with customers, but has to be jacked up now and then on keeping his accounts straight and on the neatness of his station and equipment; and the man whose station and pumps fairly shine and whose account checks to the penny, but whose customers sometimes complain of his manners.

Here is where the group superintendent comes in. He is as much the backbone of the retail organization as the sergeant is of the army. He is the man in immediate charge of training the new men from the moment they are put on; he assigns them to their first station as soon as they are turned over to him; personally takes them through the manual for service-station employees and examines them orally in it after they have had time to study it thoroughly. He is expected to shepherd them pretty closely through their first twenty-four hours, and longer, for that matter. Here,





# 1 Color for Attention in San Francisco Newspaper Advertising

There is no better argument for color than that all nature finds expression thru the eye. Color for attention is a truth of long standing. It carries the urge to attract.

Advertising copy under the stimulus of attracting color will better hold the reader attention. Selling copy carries a stronger impulse to act when combined with color.... it injects the motive of natural tendency.

Advertisers know and results prove that Call Color is a sound medium of advertising for San Francisco.

Call Color in The Saturday Home Magazine Section is at the rate of \$700 for inside pages and \$750 for back covers, including the cost of color plates.

Call Color advertising is result getting. The Call reaches the rich bay territory with 90% of the greatest evening circulation in Northern California.

## THE CALL

CHARLES SOMMERS YOUNG  
Publisher

### Address Nearest Representative

Herbert W. Melaney	John H. Lederer	Karl J. Schull
342 Madison Ave.	Hearst Bldg.	Transportation
New York	Chicago	Los Angeles

SEATTLE'S FASTEST-GROWING NEWSPAPER



Growing faster  
than any other  
Seattle newspaper  
— in lineage  
— in circulation

P-I

CHARACTER PRIVITY AMERICA FIRST INTERPRET  
Seattle Post-Intelligencer

SEATTLE, WASHINGTON

The Seattle Newspaper with the Largest Circulation

Representatives:

W. W. CHEW  
285 Madison Ave., New York

T. C. HOFFMEYER  
625 Hearst Bldg., San Francisco

W. H. WILSON  
725 Hearst Bldg., Chicago

SEATTLE'S OLDEST NEWSPAPER

however, once again we run up against the discrepancy between the real and the ideal scheme for starting the new employee off on the right foot.

Putting this strictly up to the district superintendent is, we believe, thoroughly sound theory. It is up to him to make himself the best friend the new man has. We would like to see him keep that worthy pretty closely under his wing for four or five days or even a week.

But so far it has seemed impossible to free the superintendent from his other duties and responsibilities sufficiently to enable him to give as much time and personal attention as he himself, as a rule, as well as his superiors, believes should be given to the new man's training in the vital early stages.

#### WORKING WITH THE RETAILER

The district superintendent is also the first point at which our own filling-station organization is permitted or encouraged to make direct contact with the independent retailer of our products. Even he is not expected to take the initiative in such contacts. But he is the man called in either by our salesman or by the retailer himself, as a sort of volunteer trouble-shooter.

We try to respect the independence of our retailers, and to bother them as little as possible. We broadcast no sermons to them, make no gratuitous proffers of advice except through informal personal hints by our salesmen on how to sell or how to run a station. But the salesmen who are in charge of contact with them are expected to make it clear that they are welcome to call upon us for any help we can give them.

This may take the form of advice from a superintendent on accounting, service practice, maintenance of equipment or what not. The extent of it also depends a good deal upon the personality of the district superintendent.

Probably every other man whose job it is to work in, or with, a selling organization—or any other kind of organization—has to compromise his way along as we do,



In England  
the best  
Advertising  
always appears  
in  
**Punch**  
—The  
Paper  
that  
is  
England

»

MARION JEAN LYON  
Advertisement Manager, "PUNCH"  
80, FLEET STREET  
LONDON, E.C. 4, ENG.

## Good Copy

It sometimes happens that the wrong words may be used in an attempt to tell the right facts about a product.

The right words not only tell the facts better, but invest them with a spirit congenial to the idea behind them.

Good copy can always be trusted to add force to a good idea.

**HAWLEY  
ADVERTISING  
COMPANY  
Inc.**

**95 MADISON AVE.  
NEW YORK CITY**

reconciling as best he can the need for uniform standards of practice and service, with the need in dealing with human beings for encouraging rather than discouraging their individual initiative and enthusiasm. A routine procedure in serving motorists is useful. Its complete attainment is a matter of long training and careful supervision. In dealing with the independent retailer it is equally desirable to have definite price and terms policies.

It is my conviction that both the company and the independent retailer, by their mutual emulation in standards of service, have been needed to bring the retail distribution of gasoline to its highest development, and that both of them will continue to be needed so long as a high standard of service is the aim.

### Eastern Newspaper Campaign to Start on Auto Insurance

The Pennsylvania Indemnity Corporation, Philadelphia, has appointed the Tracy-Parry Company, Inc., advertising agency of that city, to direct its advertising account. A campaign on automobile insurance will be conducted in newspapers in the East.

### Gas Engine Account to Emil Brisacher

The Standard Gas Engine Company, Oakland, Calif., manufacturer of Frisco Standard gas engines, has appointed the San Francisco office of Emil Brisacher and Staff, advertising agency, to direct its advertising account. Magazines and business papers will be used.

### Publishers Appoint Robinson, Lightfoot Agency

Theo. Audel & Company, New York, publishers of educational books, have placed their mail-order advertising with Robinson, Lightfoot & Company, Inc., New York advertising agency. Magazines as well as technical mail-order and farm publications will be used.

### Joins Montreal "Standard"

O. F. Gallagher has joined the advertising staff of the Montreal *Standard*. He previously was with the Montreal office of the Consolidated Press, Ltd.

Clarence Horton, formerly with J. Jay Fuller, advertising agency, Buffalo, N. Y., has become district manager of the Spencer Corset Company, with headquarters at Buffalo.

# A SIGN that is a Salesman



This DuraSheen porcelain enamel sign serves a double purpose. When filled with newspapers it acts as an effective distributor that materially increases circulation. When empty it is an attractive display sign.

Because this device must stand up under all kinds of weather conditions without much care, DuraSheen suits the purpose perfectly. They require no upkeep, last practically forever and always retain their bright colors and brilliant lustre.

To newspapers and publishers interested in this inexpensive and effective manner of distribution, we will gladly send full details.

**DuraSheen**  
Porcelain Enamel Signs  
Lifetime Signs

*The*  
**BALTIMORE ENAMEL**  
*and NOVELTY COMPANY*

Makers of "DuraSheen" Lifetime Signs

P.O. BOX E-4, BALTIMORE, MD. — 200 FIFTH AVE. NEW YORK

# The Wholesaler Gets a Neat Lambasting

At the Same Time, This Banker Points Out How Wholesalers May Re-establish Themselves

By O. H. Cheney

Vice-President, American Exchange Irving Trust Company, New York

**P**RESSURE always seeks the weak spot. Therefore, the wholesaler must face the bitter truth that, in some measure, the growth and success of some merchandising methods which are tending to put him out of business, are due to his weakness.

If he had kept his wholesaling organization open and strong as a channel and had kept it growing in capacity, the flow of goods would have continued through the established methods. In losing his power he is paying the penalty for not keeping a big enough channel, for letting it become clogged and inefficient, and for allowing the walls to weaken and get leaky.

I am not saying that it is all the wholesaler's fault—the new trends would have come anyway because of the very nature of our economic system and our growing prosperity. But the wholesaler would have been better able to withstand the new trends and to have forced them to serve him if he had strengthened himself.

I shall not try to give too many concrete examples or to cover the whole field. I shall merely discuss three general ways in which a large proportion of wholesalers have shirked their duty in the last few years—and for which many have had to pay the penalty with their business lives. These three developments are the chain store, hand-to-mouth buying, and the increasing cost of distribution.

Ask practically anybody over twelve years old what is the most significant trend in merchandising in the last few years and you will get the answer "chain stores." The

retailer woke up to the "menace" sooner—most wholesalers have only just discovered it.

If the wholesaler had had any real conception of his essential place in distribution, which he is trying now to tell the world, he would have realized what the chain store meant to his customer, the retailer. If the wholesaler had been even selfish enough—thoughtfully selfish—he would have realized that it was the most effective self-defense to help the retailer meet chain competition. He knows that now, when the chains are powerful enough to cover the country, to go into importing and manufacturing, to combine with chains in other lines, to expand their territories and their fields in every direction. He is now feverishly devising co-operative plans to help himself by helping the retailer—but largely because he has discovered a new menace—the readiness of the retailer to help himself and to throw overboard the wholesaler who refused help in time of need. He has become solicitous of the retailer's welfare when the retailer has begun to co-operate in buying, or to make special buying arrangements which leave out the wholesaler.

If the wholesaler had thought of his new plans ten or fifteen years ago, the growth of the wholesaler might have added another skyscraper to our economic skyline and made the chain development look smaller.

After 1921—it's strange, isn't it, how we have come to speak of 1921 in the same tone of voice as the South used to say "after the war"—after 1921 we discovered a new phenomenon in distribution—"hand-to-mouth buying."

Since that time, particularly at the beginning of last year, hand-

Extracts from an address delivered on February 14, at Washington, before the National Wholesale Conference conducted by the Chamber of Commerce of the United States.



## Farmers in Big Business

**F**ARMER members of the Dairymen's League Co-operative Association are accustomed to think and speak in terms of millions. The total yearly sales of the Association average around \$70,000,000. For 1926, the figure was \$71,910,098.47.

This vast business covers every step in distribution from hauling the milk from the farms to delivering it to city dealers both in New York and in other cities located in this milk-shed.

The books of the Association are audited by a committee of farmer-members. Its affairs are discussed at length at an annual meeting attended by representatives from the entire territory. Full reports are printed in the Dairymen's League News and studied in thousands of farm homes where the monthly milk check is the chief item of income.

These big-business farmers have buying power and the will to spend. Reach them through their own paper—the Dairymen's League News.

*Sample Copy and Rate Card sent on request*

The dairy farms of this territory are capable of supplying all fluid milk used in New York City.

**"The Dairy Paper of the**

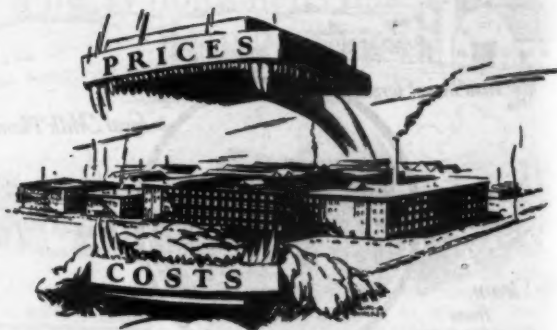
**New York City Milk Shed"**

**DAIRYMEN'S**  
*League*  
**NEWS**

New York  
129 W. 42nd Street  
W. A. Schreyer, Bus. Mgr.  
Phone Wisconsin 6061

Chicago  
10 S. LaSalle Street  
John D. Ross  
Phone State 3652





## Are you caught *between* the Closing Jaws?

**P**RICES coming down, costs going up, squeezing the life out of business everywhere. It is the production man's immediate problem, but the marketing executive must help him solve it.

In the Atlanta Industrial Area are factories whose salesmen work the trade confidently with no apologies for price, with no need to tell the hollow story,—“But our goods are so much better they're worth more.”

If your men are coming back beaten from the road—

check up and see if the economies of the Atlanta Industrial Area have not contributed to the competitive prices that beat them. If you want to give your men quality goods to sell at prices that give you an edge in the market, yet bear a good profit, look into the advantages of a branch factory near Atlanta.

The Atlanta Industrial Bureau will give you the facts in complete, detailed form—without cost or obligation, and in the strictest confidence. Write

INDUSTRIAL BUREAU  
151 Chamber of Commerce

# ATLANTA

Industrial Headquarters of the South





to-mouth buying was hailed as a revolutionary panacea for all our economic troubles. Wholesalers and manufacturers were beginning to be convinced of the foolishness of their antagonism. But too many profit and loss statements for 1927 show, I am sorry to say, that many of the expected benefits of hand-to-mouth buying have turned out to be quite the reverse.

It was the manufacturer who needed protection from possible evils resulting from hand-to-mouth buying and it was the duty of the wholesaler to give the utmost protection. There is no sentiment about this, because hand-to-mouth buying involves one of the traditional functions of wholesaling—the buying in quantities from the manufacturer and selling in smaller quantities to the retailer. Hand-to-mouth buying presented problems which are difficult but it was up to the wholesaler to solve them. What did the wholesaler do? Most of them immediately gave up one of their most important functions and began to pass the buck—if the retailer bought piecemeal, why should they take chances? They bought hand-to-mouth too.

I am not saying that the wholesalers should have accepted the situation with docility and allowed the hand-to-mouth evil to grow at their expense. But they should have worked out concrete plans for picking out the wholesome elements of planned, orderly buying and, as vigorously as possible, putting a stop to the uneconomic and stupid elements which are also included in what is known as hand-to-mouth buying. And, above all, the wholesalers should have realized that hand-to-mouth buying was their problem—not something for the manufacturer to worry about. Working out an effective method of handling hand-to-mouth buying which has so much potentiality for economic good and evil was not only a duty of the wholesalers but an opportunity for them. It was an unparalleled opportunity for them to prove the very things which they had been shouting so unconvincingly—that they had very essential functions in distribution

and that they were particularly necessary to the manufacturer. If the wholesalers, as a group, had met that opportunity and had made the great demonstration which was crying to be made, they would now be in a stronger position than they have ever before been in their history.

The third failure of some wholesalers has been in dealing with an even broader trend. For years now the cost of distribution has been mounting—a higher and higher proportion of the selling price has come from the selling cost. And there has also been a rising volume of protest—first from consumers, then from primary producers like farmers, then from legislators and now from retailers. Again, I am not saying that there are not many powerful factors beyond the control of wholesalers—but, if wholesaling is an economical method of distribution should not the wholesalers have done their utmost to pull down on rising costs? Instead of that they are at least partially responsible for some rising cost factors. They have tolerated and in some cases encouraged such developments as that of the "missionary salesman." The missionary salesman has no economic justification and exists only because of the intense and blind competition of manufacturers and because of the blind acquiescence of wholesalers and jobbers.

Such competitive methods as the use of missionary salesmen and "demonstrators" mean that in many cases the same bill of goods is sold two or three times. They mean an endless multiplication of salesmen and salesmen's calls. From actual investigation it has been found that a small hardware dealer, in the \$75,000 class, gets on an average of nearly five calls from salesmen per day and has to listen to them for more than one-fifth of his working day. No wonder that the retailers are protesting that they are paying too much for the privilege of being sold! And how about the consumer? Competition may reduce the cost of production but so far

# Hotel Bulletin

Weekly individual reports on new prospects in the hotel field for advertisers. This is our "Specialized Service" and is in addition to our "Weekly Confidential Service."

## Send for Samples of this Service

The HOTEL BULLETIN is a monthly hotel magazine devoted to the interests of all departments of the modern transient and residential hotel.

## The HOTEL BULLETIN, Inc.

BEN P. BRANHAM, President

175 West Jackson  
CHICAGO, ILL.

New York Office: 350 Madison Avenue

Phone: Murray Hill 1075

## An Actress says:

Whenever I play in San Francisco I rely on criticisms of the helpful, searching kind. These I always find abundantly and clearly in the

**San Francisco  
Chronicle**

in our economic history it has rarely, if ever, reduced the cost of distribution.

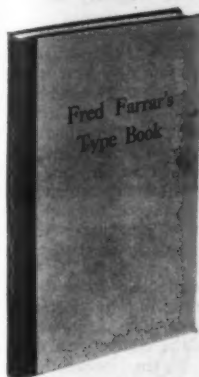
These three examples, which illustrate the wholesaler's duty to the retailer, to the manufacturer and to the consumer, bring up the question. What is a wholesaler? To whom is the wholesaler's first duty? Is a wholesaler the sales agent of the manufacturer or is he the purchasing agent of the retailer? Or is he a merchant, buying and selling for his own profit?

The wholesaler used to be all of these, and in some lines, such as butter and eggs, the wholesaler adds a fourth economic function—that of speculator. Many wholesalers are still trying to be all of these but some, by pressure of circumstances, are tending, or being forced, to limit their status. Not that they are necessarily limiting their services to all parties concerned. Some wholesalers are becoming more like agents, manufacturers' representatives or brokers. Others, by means of special plans, from co-operative buying to part ownership of stock, are definitely becoming retailers' buying departments. Many wholesalers will find that the answer to their riddle of existence must be in their answer to the question as to whom they are going to serve.

Whatever the answer, they will continue to perform the essential functions of wholesalers—buying, warehousing, financing and selling. Whatever their particular plan for keeping alive may be, they will succeed only insofar as they perform these functions efficiently. And in every one of these four functions improvement is generally possible because so many wholesalers have not yet adapted themselves to the multiplicity of trends in the new competition.

What can the wholesaler do? He is trying many remedies—some sound and some unsound. He can try whining—begging for business—offering anything to get it—complaining continuously. At the other extreme he can try strong-arm methods—blacklisting, threatening manufacturers. He may try to do through his association what

*Select Type that helps you Sell!*



*Read*

# Fred Farrar's Type Book

by FREDERICK M. FARRAR

*Vice-President and Art Director  
The Typographic Service Company,  
New York*

## DON HEROLD

*in his introduction says:*

Fred Farrar has, almost alone, given a new complexion to the advertising whims of every newspaper in New York, and to the advertising whims of the newspapers of many other cities in this country as well. He has unquestionable taste in matters typographical.

## AMOS PARRISH

*says:*

For years, Fred Farrar has been New York's best type counselor. Many of the really great things done in advertising layout, both in national and retail advertising, have come from him.

A BOOK that should be in the hands of every one interested in advertising. In fact, anyone in any business can gain by studying it. The author stands out as one of the most actively influential in establishing a sane, mature, simplicity and orderliness in American advertising. His book preaches a doctrine of simplicity and good taste that is as true as it is simple. There is a multitude of type faces to cover every thought and Mr. Farrar can show better than another the tone of voice to use in order to accomplish the desired results.

**HARPER & BROTHERS, New York, N. Y.**

### ON APPROVAL ORDER FORM

HARPER & BROTHERS

49 E. 33rd Street, New York, N. Y.

P. L. 2-28

Gentlemen: Please send me postpaid for 10 days' free examination one copy of

#### FRED FARRAR'S TYPE BOOK

☐ I agree to remit \$5.00 within 10 days of receipt of book or to return it.

☐ Enclosed find my check for \$5.00.

☐ Please send C.O.D.

Name .....

Address .....

Business Connection .....

## TRY COUNTING THE NEW ONES!

—○—  
Magnificent Cathedrals  
going up  
Everywhere

—○—  
A TREMENDOUSLY STRONG  
and  
WEALTHY ORGANIZATION  
with  
NUMEROUS BRANCHES  
in EVERY

CITY AND TOWN  
with

ONLY ONE MEDIUM  
Absolutely Restricted  
to the church buyer

—○—  
Write for samples and information  
concerning

The Church Trade Journal since 1899

## THE EXPOSITOR

710 Caxton Building  
Cleveland, Ohio

156 Fifth Ave. 37 S. Wabash  
New York City Chicago, Ill.

## If I Were You

I'd take time off right now  
and send for samples of  
GOSPEL HILL LET-  
TERHEADS.

## GOSPEL HILL LETTERHEADS

They're SALES letter-  
heads and they do produce  
sales.

Samples are gladly sent,  
without obligation to those  
who ask.

Write on your letterhead to

The Folks on Gospel Hill  
Marion, Ohio

he would never do alone. That is not what trade associations are for—they are for collective intelligence and collective courage, not for collective stupidity and collective cowardice.

He may decide to go into manufacturing and either build new plants or create new brands. How economic is that, with plant capacity already in excess in all lines and brands as numerous as the sands of the seashore? But the integration of producing and distributing organizations which are already in existence through buying up a plant or merging is economic—if it is properly planned and executed.

The wholesaler may decide to go into retailing by opening new stores. But how economic is it to add to the competition of retail outlets? Again, integration with existing retailers is sounder. And this integration may take on many forms—it may range from a fairly loose arrangement by retailers to buy a certain proportion of their needs from one wholesaler to actual ownership of the stores by the wholesaler—and to actual ownership of the wholesaler by the stores—or any one of a number of profit-sharing co-operative plans in between. In carrying out these arrangements the wholesaler is teaching the retailer to become a better merchant—and learning, himself, some vital lessons. Helping the retailer with his advertising, his stock control, his store layout, his window displays, his clerk problems, his delivery problems—these are not merely service frills—they reach down to the very fundamentals of sound and efficient merchandising.

Some of these plans are bringing the wholesaler into direct competition with the existing chain-store systems. The wholesaler who is operating or controlling a chain of retail stores is beginning, also, to learn something of the economics of competition. Soon, perhaps, he will discover that in some localities the chain-store idea is beginning to commit suicide, so there will be no need of witch-hanging expeditions which some

# The Manufacturing Era *of the Pacific Coast* is at hand . . .

COMPARE the conditions which favored the growth of manufacturing in the Middle West 20 years ago with those of the Pacific Coast manufacturer today!

Mail crosses the continent faster than it could be sent from Minneapolis to New York in 1908. Freight can be shipped from the Pacific Coast to any part of the country in less time than from the Middle West 10 years ago. Fast, low-rate water transportation is available to Gulf and Atlantic ports.

Grant that facilities for Middle West manufacturers have been improved during the past two decades. Those for the Pacific Coast have shown greater improvement proportionately.

Pacific Coast manufacturers, making specialties and marketing them in true 1928 fashion, are winning national and international outlets. One of our clients now sells his product in 49 foreign countries; his trade name is becoming a "buy-word" throughout the world.

This agency has studied distribution from the Pacific Coast as a part of making advertising more profitable. We count as our reward a number of outstanding successes. BOTSFORD-CONSTANTINE COMPANY, *Established 1906*, San Francisco, Portland, Seattle. Member of the American Association of Advertising Agencies.

# SAMPLING DE LUXE

## Via P. D. C.

**M**UCH depends upon the manner in which a sample is presented as to whether it receives *interested trial* at the hands of the housewife. Peck uniformed samplers deliver a sample to the housewife in a manner truly representative of the standing of the product's maker. Trained to courtesy, their spic-and-span appearance adds dignity to the product and assures an *early and favorable* consideration of its merits. We have a mass of interesting merchandising data collated over a period of 15 years' sampling experience. It is at your disposal. A copy of "Sampling as an Adjunct to Food Advertising" will be mailed upon request.

**PECK DISTRIBUTING CORPORATION**  
271 MADISON AVENUE NEW YORK



wholesalers and retailers have been urging. In many cities the chains are fighting each other harder than they ever fought the independent—whether it is in bread wars or in service wars. In some cases the services of chain stores are increasing to such an extent that it is hard to tell a chain store from an independent. And with the low operating margins of the chains, how long can they keep it up?

Nor are the broader economic advantages of group-buying and direct-selling so clear. Whatever is done to simplify the distribution processes, the group-buyers must act as wholesalers and the direct-sellers must act as wholesalers. The chain systems must act as wholesalers—only a few days ago a big department store chain announced plans to build a new warehouse in the Middle West at a cost of \$2,500,000.

#### UP TO THE WHOLESALER

The cost of wholesaling cannot be eliminated—but it is up to the wholesaler to prove, by deeds, that because of experience and his existing facilities and his sincere striving for efficiency, he can perform the wholesaling functions at a lower cost. Many group-buyers will realize that paper profits do not always come true. Many manufacturers are learning that to their sorrow—more and more will learn that lesson and give up their expensive sales forces. Many manufacturers are learning that they tried to become national distributors too soon—that they made the wholesalers who served them faithfully the victims of a mania for nationwide business and big splashes of national advertising.

These economic lessons are painful for all and many are slow to learn. The manufacturer and the retailer—and the public—must be educated to the economics of wholesaling—if the wholesaler is really economical. But the education must be more than with words—otherwise the wholesaler is simply building himself a pavement of good intentions—and you know to where that leads.



## Clare A. Briggs

*The Nationally Popular  
Cartoonist*

BRIGGS is again available to advertisers for a limited amount of work.

By using Briggs' cartoons an advertiser is assured of more attention value for his advertising, less mental discount of what is said, and a friendlier feeling for the product.



THIS office will be glad to discuss plans and ideas with those who may desire to use this artist's services.

**Fred A. Wish**  
INCORPORATED  
12 EAST 41ST STREET  
NEW YORK CITY



## "99 Cents Is a Cut"

*(Continued from page 6)*

must work without wages if he sells our merchandise at cut prices. You wouldn't care to have any one ask you to work for less than you can live on and we wouldn't care to have anyone handle our merchandise at less than living profit. We go further and say that if we cannot make Armand Cold Cream Powder good enough to be worth a dollar of a woman's money, then we prefer that she find some other suitable and satisfactory powder at less money.

"We have attempted to build this business upon honor and principle and I feel that we would be unprincipled and conducting our business in a dishonorable manner if we were to say to the retailer, 'Go ahead and sell this at any price you please,' because we would cheat him out of his fair living profit, as an employer would be cheating you out of an honest living if he were to ask

you to work for less than your services are truly worth.

"So let me make it clear. The law of this land permits retailers to sell Armand or any other merchandise at any price they please, and in some of the largest cities almost all trade-marked toilet articles change hands without showing a profit to the retailer. That condition is wrong. I believe there is no concern in the world making face powder of higher quality and fineness than we use in Armand Powder. We aim to make every package of Armand Cold Cream Powder worth a dollar, and we want it to be that the woman who lives in New York, or San Francisco or Minneapolis or New Orleans can confidently step into any store, ask for Armand, know that she will get the identical thing she had had before, pay a dollar for it and receive full value in return. And if Armand is not worth the price we suggest for it of \$1 per box, we have no monopoly on face powder and unless women can see that it is actually worth

## 100% LEADERSHIP in NATIONAL LINEAGE

The Tampa Tribune's national lineage total for 1927 of 2,101,008 lines is 100% greater than that of the second Tampa newspaper.

Such decided preference must have a substantial foundation!

*It will pay you to investigate  
South Florida's leading newspaper.*

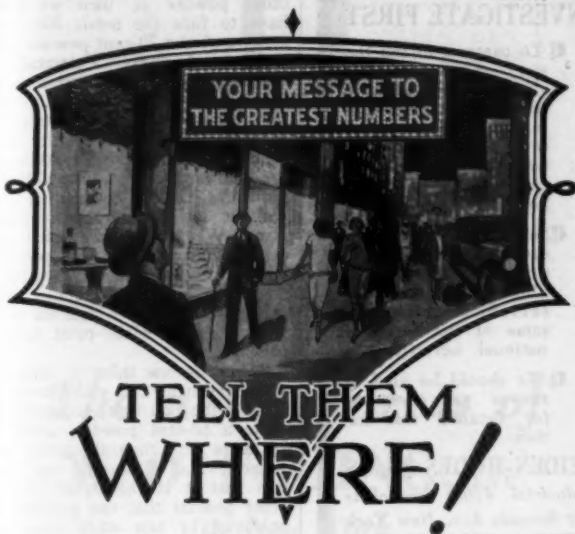
## The Tampa Morning Tribune

S. E. THOMASON, Publisher

*"First on the West Coast"*

The S. C. Beckwith Special Agency, National Representatives





# TELL THEM WHERE!

Any national effort to focus public attention upon a product or service fails—unless the prospective buyer knows where to purchase locally. No marketing plan is complete—nor will it function fully—until the advertising includes identification of the source of supply.

Federal Electric Signs—of porcelain enameled steel—will quickly direct buyers to your outlets—make your advertising investment yield a greater return. Use them.



**FEDERAL**  
ELECTRIC COMPANY  
8700 SOUTH STATE STREET  
CHICAGO



## INVESTIGATE FIRST

¶ To contract to tell the story of your product via motion pictures without first investigating how these films are to be distributed, is as wasteful as creating a catalog that will never be mailed.

¶ Seiden - Hodes Films distribute as well as produce Industrial films. And among our satisfied clients are some of the foremost national advertisers.

¶ We should be glad to answer your requests for detailed information.

### SEIDEN-HODES FILMS

*Industrial Film Specialists*  
729 Seventh Ave., New York

## \$4,000 to \$12,000 Income Opportunity In Your Home City

Settled man with some advertising and specialty sales experience—will find here an opportunity to enter into a lucrative business that brings big returns. Large ability is more important than large capital.

We will help the right man establish a direct by mail advertising service in one of several cities of 100,000 population and over; the business will be patterned, equipped and fashioned after our 11-year-old Chicago organization.

Small investment required. All equipment is modern in every respect; this business is completely organized. Our method of turning out work will amaze you.

\$2,500 to \$7,500 starts you in a business today that will take care of you later; complete information without obligation. If you are really ready to build a business for yourself write, giving age, experience and references. Address "Z," Box 95, Printers' Ink, 231 South La Salle St., Chicago, Ill.

21 cents more to them than some other powder is, then we shall have to face the music like men and watch the 79-cent powder take away our business. Personally, I would rather be defeated and go down into the dust than to see our merchandise sold by retailers without profit. The retailer who sells our merchandise without a profit to himself does so unwillingly with bad feeling toward us and without interest in the merchandise. We cannot say what the dealer shall get for our powder, but we can say and do impartially decline to sell every retailer who charges more or less than the price we suggest in plain print on the package.

"There is one thing to which I should perhaps call your attention. That is the fact that Armand does make a 50-cent powder, which is 29 cents less than the price you suggest, and I myself feel certain that it is the equal of any other powder that can possibly be produced by any other manufacturer in this world. As for Cold Cream Powder, that is a novel, unique idea. To me there occurred, in advance of the idea occurring to any other one on earth, the thought of combining cold cream with face powder to produce a finer and more adherent powder, and I have been the only one to successfully combine cold cream and face powder.

"Personally, I believe there is some fine quality to Armand Powder that no other powder possesses. Perhaps it is the care that is exercised in selecting the ingredients and the skill and knowledge used in their preparation, and who knows but perhaps the kindly intentions that are put into its preparation by happy and well-paid employees has something to do with its success.

"We have developed a truly unusual face powder business in the last ten years and we have done this in the face of the competition of the entire world. All the competitors we have today we had in January, 1915, when we made our first sales of two dozen. I cannot but feel that unless there was

# 11 EAST 47

*The new address of*  
**W. O. FLOING, INC.**  
*in New York*

---

**THE effectiveness of both our  
creative service and photo-  
graphic studio is increased by  
being united under one roof.**

*The Telephone number is still*  
**Murray Hill 4631**

**W. O. FLOING, INC.**

**11 East 47th Street—New York**  
**12-241 General Motors Building—Detroit**



## You can be a partner in THIS AGENCY WITHOUT CAPITAL

There is an important advertising agency in New York City which has an excellent reputation for integrity and performance, an outstanding line of accounts, a strong organization, a profitable volume, and plenty of capital.

This agency has something different and unusual to sell. Therefore is not as hard to sell as the usual agency. The principals want to ease up. They are desirous of turning the business over to two young men, one to manage service and one to get new business. They have the service man in their organization but lack the salesman.

Here is an opportunity where a young salesman can come into a going prosperous business with a living salary and buy stock on credit to be paid for out of dividends. This is an opportunity where two young men, the one already in this business and yourself can own one of the leading agencies in the field.

We would prefer a man who knows the agency business but might be tempted to take on an inexperienced salesman from any line of selling if he is a real salesman.

If you are a gentle protestant, age forty or less write us fully about yourself. All executives in this organization know about this advertisement and all communications will be kept in strict confidence. Address "H," Box 246, PRINTERS' INK.

something in the friendly way in which we endeavor to run this business and some value to the care and skill in preparation we would today still belong to the great army of the unknown, unwanted and unused.

"I personally value your friendliness and appreciate your courtesy and hope I have given you in this letter reasons so that you can say to your friends, 'Armand Cold Cream Powder is worth \$1. I refuse to patronize any dealer who charges otherwise.' If we can infuse a spirit of this sort into the women of America whereby they will decline to see a dealer selfishly or fearfully or because of competition sacrifice his profit, then Armand can go on serving and satisfying the women of America throughout the years to come."

Armand does not sell to cutters, brokers, scalpers nor wholesale dry goods houses. Neither does it sell to mutuals. Yet the members of mutuals are among the best Armand customers.

"In the case of Armand, and Armand alone, mutuals do not perform any work or service as we see it. And my attitude on them is today what it was in 1915.

"In toilet goods Armand is one house," Mr. Weeks says in explanation of this policy, "where the retail druggist does not need a mutual arrangement to get him a living profit. If all toilet goods and proprietary medicines gave the retailer the same opportunity to profit that Armand does and if the regular jobbers had not 'ridden the high horse,' there never would have been any mutual drug jobbers. The Armand Company has never raised a hand against either the square-shooting regular jobber or the mutual jobber. We have attended strictly to our own business and have not sold mutuals for the sole reason that every retail druggist in the United States is free to buy from The Armand Company at \$4 and \$8 a dozen, with a quarter of a dozen free, transportation allowed, without secret deal to any, and make a living profit on Armand merchandise. On this basis, The Armand

Company has operated harmoniously for thirteen years to the profit and benefit of the retail drug trade."

Armand advertising is widespread. Its window displays have an exceptionally warm welcome waiting them from retailers everywhere. The company is a strong believer, and always has been, in advertising. At the very start, on a wager with his brother that the best known agencies would acknowledge a letter even from such a small manufacturer as himself, Carl Weeks got the interest of one of the largest agencies in the country and has consistently advertised Armand ever since that time.

#### H. A. Sweeney with G. H. Robinson Company

H. A. Sweeney has joined the G. H. Robinson Company, Chicago, oil painted advertising, window displays, etc., as advertising and sales promotion director. He was formerly production manager of The W. E. Long Company, Chicago.

#### Ivanhoe Candy Company Plans Campaign

The Ivanhoe Candy Company, Seattle, Wash., has appointed the Daken Advertising Agency, Inc., of that city, to direct a territorial campaign in newspapers on its "Ivanhoe" and "Cavalier" chocolates.

#### F. R. Jennings, Business Manager, "The Rotarian"

Frank R. Jennings, for the past fourteen years advertising manager of *The Rotarian*, Chicago, has been appointed business manager. He will also continue to direct the advertising of the magazine.

#### K. J. Fries Starts Own Business

K. John Fries, for three years merchandise and promotion manager of the Fisher Brothers chain stores, has started an advertising business under his own name at New Castle, Pa.

#### S. A. Moss Joins Einson-Freeman Company

Samuel A. Moss has been appointed art director of the Einson-Freeman Company, New York, lithography. He was recently art director of Lord & Thomas and Logan, New York.

## Seasoned Agency Account Developer Available

THREE times this man has produced individually enough profit for small agencies to make his short-end of the gross range from \$7,000 to \$15,000 a year; he now wants to expand this talent in a medium sized organization of pleasant and professional personnel, energetic purpose and high ethics and standards of service.

He has operated for four years a one-man agency but shrinks from the law of diminishing returns as his ability is of the kind most valuable to a complete organization with background justifying the solicitation of large developed or potential accounts. He has merchandised for more than 100 manufacturers of more than 150 products—has been an officer in an advertising agency for 9 years and is above his own outfit as he believes in organization and cooperation.

This man has organization value and can fill any agency executive position immediately, easily and well, but wants to specialize, individually or in cooperation with others, on outside development. He knows the right process for getting and holding profitable business and his methods are formulated and largely independent of brilliance or personality. Half of his 20 years experience has been spent in "big time"—he's tired of small-agency limitations. There is no hazard to his producing if he finds the proper environment and understanding that will justify his producing steadily until he is on the right side of the ledger.

He is 39 years old, married, with two children—a complete 20-year folio of experience, earnings, proofs, plans and references will be submitted at interview. He wants a fair drawing account checked against a share of his gross—or a salary temporarily with promise of buying or working into a partnership when and as he produces. Address: "V," Box 96, Printers' Ink.

## ***Wanted:***

### **A writer who can make words DO things**

One of the most highly respected automobile manufacturers is seeking a young man who can write terse, straightforward, convincing English—selling English.

He must have the ability to recognize hidden sales stories in this company's methods of manufacture, and in the product itself—and be able to make these stories sparkle with interest in catalogs, booklets, folders, letters, or in actual advertisements.

The position offers splendid opportunity and attractive remuneration.

Letters of application, which should be accompanied by samples of work, will be held in strict confidence.

**Address "C," Box 242  
Printers' Ink**

## **Herbert F. Johnson Dies**

**"MAKE** it easy and attractive for the customer to use your product" might well be remembered as one of the merchandising tenets of Herbert F. Johnson, president of S. C. Johnson & Son, who died at his home in Racine, Wis., last week. He was in his sixtieth year. Mr. Johnson, who built an international business in floor waxes, polish, enamels and varnishes from a two-man enterprise, believed consumer acceptance to be the surest road to volume sales.

Before he was of age Mr. Johnson became selling agent for a flooring manufacturer in Racine. Customers often asked him to finish the floors he sold and finally with his father, S. C. Johnson, he started a small wood-finishing business. The enterprise grew rapidly, and before long it began to experiment with advertising. Johnson's Floor Wax soon became nationally known. Canadian, English and Mexico markets were opened, and about a year and a half ago Mr. Johnson made an extensive European trip which resulted in distribution in most Continental countries. This year the company is investing a million dollars in advertising.

An article which will save labor is always received with gratitude. If one makes a product easier to use, sales will invariably respond. Mr. Johnson learned this fact early in his career and he made use of it in merchandising his products. He went to considerable lengths to see to it that painters who bought his enamels and varnishes had and used the right sort of brushes. Recently he offered an improved paint burner as a premium with orders. Its effect was immediate. Something over a year ago he placed an electric floor polisher with dealers which they could rent to purchasers of wax. It doubled the company's wax sales in less than a year and opened dealer accounts at a rate the company had never known.

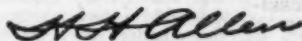
# THE DAKOTA FARMER

ABERDEEN S. D.

Beginning with the issue of August 1, 1928, the display advertising rate of The Dakota Farmer will be 75 cents per line.

Classified advertising will be 10 cents a word with minimum of \$1.00 per insertion.

Guaranteed Circulation,  
85,000 A. B. C. net paid.



*Advertising Director*

*Advertising Representatives:*

**JAMES M. RIDDLE COMPANY**

Chicago San Francisco New York  
Des Moines Atlanta Kansas City

**R. R. RING**

Minneapolis, Minn.



# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6800. President and Secretary, J. I. ROMER, Vice-President, R. W. LAWRENCE, Treasurer, DAVID MARCUS, Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street, GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

San Francisco Office: 364 Market Street, M. C. MOGENSEN, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

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ROBERT W. PALMER, Managing Editor  
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NEW YORK, FEBRUARY 23, 1928

## Who Pays for Broadcasting?

It would seem that almost every debatable question under the sun eventually pops up in the United States Senate. It was no surprise, therefore, to learn that this great deliberative body has been seeking light on the matter of "Who Pays for Radio Broadcasting?"

Among the experts which it summoned to answer that question was Merlin H. Aylesworth, president of the National Broadcasting Company, an organization which the witness described on several occasions as "The Saturday Evening Post of the Air."

From the transcript of such of his testimony as was given in answer to the question, "Who Pays for Broadcasting?" it would seem

that there are two answers in his mind.

The first was to the effect that the consumer pays for the broadcasting. He pays for it as part of the price of the products advertised over the radio. We repeat Mr. Aylesworth's exact statement on this point:

Very few people realize that *The Saturday Evening Post* comes to them for a nickel because of the advertising it contains, nor do they understand that the *Detroit News* or the *New York Times* comes to them for 3 or 5 cents because of their advertising. But they fully appreciate the fact that entertainment comes from our sponsors because paid for by our sponsors. So the listener does pay, but it is an economically sound proposition that he pays by the purchase of the product, although they do not mention their prices, which we do not permit, nothing but their names are given.

Later, in response to a question from Senator Walsh of Montana as to why the National Broadcasting Company continues to broadcast programs in spite of the fact that it is losing money, Mr. Aylesworth said:

I can tell you. When the General Electric, Westinghouse and Radio Corporation organized the National Broadcasting Company they realized that unless programs were put on a very high plane the people would not continue to listen.

They make radio equipment. (Senator Wheeler—"That is, they are willing to lose something in order to advertise?" Mr. Aylesworth continued:)

"That is true, but unfortunately for me, they do not give me any tangible credit on the balance sheet."

This testimony, to our way of thinking, represents a second answer by Mr. Aylesworth to the question of "Who Pays for Radio Broadcasting?" It is obvious from that answer that insofar as the National Broadcasting Company is concerned, indirectly the Radio Corporation, and General Electric and Westinghouse (two companies that own Radio Corporation of America securities) pay for a part of broadcasting in order to increase the sale of radio sets and accessories.

This second answer can be accepted. It is demonstrable by facts. The National Broadcasting Company, according to Mr. Aylesworth, has lost money. The com-



panies that make up that deficit out of their own tills are helping to pay for broadcasting. They are making use of broadcasting as a means of increasing radio equipment sales. If it boosts sales they win. If it doesn't, they lose.

The first answer cannot be proved. What Mr. Aylesworth should have said, in our opinion, was that the advertiser who uses broadcasting to sell his products pays for broadcasting. Then he should have added: Whether or not the advertiser gets a return from such a payment depends upon the ability of broadcasting to sell a sufficient amount of his goods.

Such an answer would be in agreement with his second answer.

### Soon Time to Plan Vacations

The theory on which business gives its workers vacations contemplates their using the time to enjoy themselves and, through an opportunity to relax, making themselves fit for whatever strain their work imposes. These aims are not entirely unselfish. All work and no play results in poor performance. Probably no one knows that better than those men in executive positions and who are accustomed to studying causes and effects over long periods of time.

Accordingly executives, while they know that having employees away slows down the machinery temporarily, believe that vacations are well worth while. But until recently there seems to have been little forward-looking effort exerted to determine whether some of this slowing down could not be avoided. One method of minimizing the disrupting influence of vacations on company affairs is to plan vacations early and see to it that they are taken according to a prearranged schedule. It is not too early now to start this planning.

The general manager of one company tells PRINTERS' INK that within a few weeks he will announce in the company's employee publication a list of vacation dates. These are not assigned arbitrarily. Wherever possible,

and that means in a big majority of cases, the time desired by the individual is granted. Then, when and if extra help is needed, there is plenty of time to arrange for it. The chances that some needed employee will be a thousand miles away from the home office when an important matter comes up are thus reduced to the minimum.

Certain companies seem to find that shutting down the entire business for two weeks in the summer is the most satisfactory way of handling the vacation problem. C. A. Armstrong, sales manager of S. C. Johnson & Son, says this plan has proved popular and effective with that company. Former complaints from salesmen and customers due to the shortcomings of an undermanned headquarters organization during vacation time have disappeared. No time is required on the part of the salesman or anyone else to familiarize himself, on returning from the vacation, with what has happened since leaving. Work is simply resumed where it was dropped. A few years ago the company worked under the handicap of an overload for nearly three months each year. Now the pressure is more normally and equitably distributed.

That the right policy toward vacations can cut down labor turnover is shown by the experiences of a manufacturer in the East. In 1919 only about 30 per cent of his employees were entitled to vacations. Last year 67 per cent earned them by their continuous service. In 1919 less than seventy-five rated two weeks' vacation. Last year the number had increased two and a half times. The first step toward making the vacation mutually advantageous to the employee and the company would logically seem to be early planning and scheduling. And that step is so easy and simple that it should irk no one.

### The Worker in the Plant and Advertising

As part of the plan by which the workmen on the job are encouraged to send to management ideas which occur

to them for bettering the product, the maker of a widely advertised household product presents this thought to the employees in his factory:

Many of the men who sell our goods have never been in the factory. They know it makes the kind of goods they can sell. The work done by our salesmen is as important as that done in the management or manufacturing department. Salesmen must be on the job all the time. If they cannot sell the goods, you could not make them and we would all go out of business. It is up to each one of us here to give our sales force the kind of quality goods they can sell and at prices which will enable them to do business. That is why we want every man and woman in every department of this business, to make suggestions designed to improve quality or cut out waste.

In this direct manner the company emphasizes how closely the sales and advertising departments tie up with the daily work of the factory hands. The fact is not emphasized often enough. The men who help make the product, and build quality into it, should know more about the problem of the man who sells what they make and the things which are said about the product in print. When factory workers are shown that some of the greatest industries in America have been developed almost entirely through advertising, that advertising has actually created occupations that would never have existed except for its use, and that large national advertisers, as a general rule, offer far more regular employment than those which have never built up a market through consistent sales and advertising methods, much good is accomplished. There is then no disposition on the part of factory workers to question the advertising outlay made by the management. They realize that it is the binding element which relates their own daily work closely to the salesmen on the road and the product's ultimate use in the consumer's home.

The average laboring man is usually willing to take a greater share of responsibility for the performance of the product after it gets into the buyer's home if he is told how closely the sales and advertising ends of the business

affect his own daily work. The growing tendency of great industries to tell the man in the plant about the sales and advertising ends of the business is a healthy sign of the times.

### Why So Few Co-operative Campaigns?

Considered as a whole, trade associations are perhaps the best "starters" and the worst "finishers" as far as advertising is concerned.

Year after year report after report appears on new co-operative campaigns which are to be undertaken by different industries through their trade associations. Only a small number of those announced ever become actual advertisers. In many cases we are convinced the reason why such campaigns never materialize can be laid at the press agent's door.

The co-operative campaign seems to be an easy hunting ground for him. On the advertising committee of an association he usually finds men who have never had the courage or the ability to advertise their own businesses. The press agent's story of "something for nothing" appeals to them. His proof of ability in the form of clippings backs up his story. On the strength of such clippings they hire him, with the result that their money is wasted and they themselves become bitterly opposed to advertising for the association and their own businesses, too, in spite of the fact that they never tried it.

The sad part of this whole proceeding is that the very proof on which these associations buy a press agent's service should be the reason why they should ask him to find the nearest door as quickly as possible. The clippings which he shows are usually clippings which have been taken from the weakest publications imaginable — publications in which the associations in question would never think of buying paid space if they had sound advertising advice. Those clippings instead of being proof of "something for nothing" are proof of "nothing for something," the something being, of course, the press agent's fee.

## Newell-Emmett Company

*Incorporated*

*Advertising • Merchandising Counsel*

40 EAST 34TH STREET

*New York*

AN ADVERTISING  
AGENCY FOUNDED  
ON THE IDEA OF  
RENDERING SUPER-  
LATIVE SERVICE TO  
A SMALL NUMBER  
OF ADVERTISERS

### CLIENTS

Liggett & Myers Tobacco Co.

Western Electric Co.

Snider Packing Corporation

Loose-Wiles Biscuit Co.

Graybar Electric Company

Association of American Soap  
and Glycerine Producers

Eastman Kodak Company  
(Brownie Cameras)

The Ansonia Clock Co.

"NOT HOW MUCH, BUT HOW WELL"

# Advertising Club News

## Advertising is Removing Its Veil of Mystery

Advertising is removing its veil of mystery and is opening its doors so that the world may see the wheels go round, said Charles Younggreen, of Klau-Van Pietersom-Dunlap-Younggreen, Inc., Milwaukee, in a recent talk before the Advertising Club of Toledo, Ohio. "We have accumulated enough data regarding media, materials, processes, markets, reactions, etc., to warrant its classification," he continued, "and this systematic classification is today being crystallized into as close an approximation to science as can be anything founded on so mutable a base as human nature."

"Business as a whole does not realize what we have, what we can do for it," he maintained. "Business still looks on us too much as workers of magic, as first aid to the injured. Business comes to us more often when it is in trouble, instead of using our powers to avoid trouble. Business needs us in its inner councils. It needs us before it produces even more than when it wants to distribute its goods. It needs us to chart before its eyes that continuity of which its own industrial activity, its own intra-complete operation, is but a part."

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## Business Paper Group Organized at Cleveland

Representatives in Cleveland of business papers have organized an association under the name of The t. f. Club. There are twenty-eight charter members. It will be the aim of this group, through weekly meetings, to promote a better understanding and good fellowship among business-paper representatives operating in the Cleveland district.

W. E. Edwards, *Rock Products*, is president; W. S. Cushion, *W. R. C. Smith Publishing Company*, treasurer; and J. P. Newman, *McGraw-Hill Publishing Company*, secretary.

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## Better Business Bureau Started at Lancaster, Pa.

A Better Business Bureau has been started at Lancaster, Pa., with J. E. Means, of the Better Business Bureau of Washington, D. C., as secretary. The Advertising Club of Lancaster was instrumental in the establishment of the Bureau.

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## San Jose, Calif., Now Has Advertising Club

The San Jose Advertising Club was formed recently at San Jose, Calif. A delegation of members of the San Francisco Advertising Club headed by Walter Folger assisted at the first meeting.

## New York Club Has Record Year

H. R. Swartz, treasurer of the Advertising Club of New York, reports that net profits for the fiscal year ended December 31, 1927, amounted to \$14,334, the largest in the history of the Club. These profits remain after a deduction of \$28,584 for depreciation, obsolescence, repairs and renewals. This compares with \$4,230 for the year ended December 31, 1926.

Net departmental profit amounted to \$6,767. This total is made up by profits of \$986 on cigars and cigarettes, and \$476 on pool and billiards. There was a loss of \$2,008 on the restaurant.

Sale of space in "Advertising Club News," amounted to \$34,606. From this figure there is deducted \$27,292 for wages, etc., leaving a net profit on this activity of \$7,313.

Actual cost of food and help for serving 95,954 meals was \$149,833, an average of \$1.561 per meal. The average income per meal was \$1.54, resulting in a net loss of .021 cents per meal.

During the year, in addition to the regular semi-annual instalments of \$3,750, the Club made a payment of \$15,000 anticipating two years' payments under the mortgage, making total payments to date \$41,250, thereby reducing the mortgage to \$208,750.

The gross income for 1927 amounted to \$168,453, against \$184,520 for 1926, and \$135,564 in 1925. Expenses for the year were \$154,119. This compares with \$180,290 for 1926 and \$135,271 for 1925. Dues for 1927 totaled \$155,864, and initiation fees, \$4,150.

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## Advertising Clubs to Hold "City Directory Day"

"City Directory Day" has been scheduled for the week of March 12, by the International Advertising Association. A special program has been prepared by the directory and media department of the Association for use by advertising clubs.

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## Philadelphia Bureau Membership Increases

The annual report of the Better Business Bureau of Philadelphia, shows an increase from 144 members in 1926 to 223 in 1927, an increase of 55 per cent. The number of cases handled in 1927 amounted to 6,518, against 2,724 in 1926, an increase of 139 per cent.

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## H. J. Turner Heads Everett, Wash., Club

Harold J. Turner, of French & Turner, advertising, has been elected president of the Everett, Wash., Advertising Club. Lawrence Kane has been made vice-president; George Parks, treasurer, and E. Thorenson, secretary.

## Export Managers Club to Hold Annual Meeting

The annual get-together of the Export Managers Club of New York will be held on March 20, at the Hotel Pennsylvania. Ways and means for the promotion of America's foreign trade will be discussed. The meeting will be closed with a banquet session at which E. B. Filsinger, export manager of the Pacific Mills, and president of the club, will act as toastmaster. The program follows:

**Morning session:** R. L. Bracken, export manager, Millers Falls Co., presiding; "How Shall We Sell? What's New in Export Methods?," C. J. Warren; "Cashing in on a Modern Invention: Aviation as a Means of Increasing Overseas Sales," General John F. O'Ryan, president, Colonial Western Airways, and "Sales Tools Often Neglected: Cables, Long Distance Telephone and Radio in Export Trade," L. R. Browne, International Standard Electric Company.

**Afternoon session:** A. M. Hamilton, American Locomotive Sales Co., presiding; "Taking the Guess Out of Export Business: Budgetary Control," Dwight P. Billings, comptroller, Pacific Mills; "The A B C of Export Sales Quotas: How to Fix and Use Them," Percival White, marketing counselor, and "A New Sales Weapon: Capitalizing the Motion Picture in Overseas Trade," Major F. L. Herron, Motion Picture Producers & Distributors of America.

In order to obtain closer co-ordination between the departmental activities and the general educational plan of the Advertising Club of Los Angeles, Paul S. Armstrong, president, recently met with the executive committee of the three departmentals. Among the subjects discussed were attendance promotion, program planning and meeting management. It is planned to hold meetings of this inter-departmental council every three months.

## Public Tiring of Radio Jazz Advertising

"The public is tiring of both jazz music and jazz advertising," said Francis D. Bowman, advertising manager of The Carborundum Company, Niagara Falls, N. Y., in a recent round table discussion on radio advertising, held by the Greater Buffalo Advertising Club, Buffalo, N. Y. Speaking for radio advertising, J. Andrew White, president of the Columbia Broadcast System, said that the growing broadcasting programs showed an increase in public demand.

## J. M. Bickel, Advertising Manager, Servel Sales, Inc.

John M. Bickel has been appointed manager of advertising and sales promotion of Servel Sales, Inc., New York. He has recently been assistant general sales manager of the Magazine Repeating Razor Company, New York, and formerly was with the New York office of the Curtis Publishing Company.

## A. J. Kendrick, Vice-President, Sonora Phonograph

A. J. Kendrick has been elected vice-president, in charge of sales, of the Sonora Phonograph Company, Inc., New York. He was formerly sales manager of the music division of the Brunswick-Balke-Collender Company, Chicago, maker of Brunswick phonographs.

Thomas H. Blodgett, president of the American Chicla Company and chairman of the executive committee of the Snider Packing Company, and A. S. Jenkins, vice-president of the American Chicla Company, have been elected to the board of directors of the Consolidated Laundries Corporation, New York.



THE TOURNAMENT OF ROSES AT PASADENA IS AN ANNUAL OUTSTANDING EVENT IN CALIFORNIA. THIS FLOAT, ENTERED BY THE PASADENA ADVERTISING CLUB, WAS A PRIZE WINNER THIS YEAR

# The Little Schoolmaster's Classroom

THE manufacturer who is too busy to answer complaints from his customers, and there are unfortunately some of them still left, should study carefully the case of the United States Government and the Cackle Corner Poultry Farm of Garrettsville, Ohio. The owner of this farm felt that he had a real complaint against the United States airmail planes. So he sat down and wrote to Postmaster-General New.

It seems that the low-flying planes which appeared over his farm every week or so, caused his hens to pile up and injure each other. In this frightened state the hens refused to lay the usual number of eggs and he was afraid that his business would be ruined if the planes continued their low flying. He told the Postmaster-General that he kept about 2,500 Leghorn hens and that when the planes came too low his egg yield dropped 100 or 200 eggs per day. "And by the time I get them back to normal along comes another low-flying machine and sends the egg yield down again. The loss to me is so great that I fear it will put me out of business and I wondered if the planes could not be requested to fly higher."

The Post Office Department of the United States is a fairly large business institution, but the complaint got to the Postmaster-General. He notified the National Air Transport, which has the contract for the New York to Chicago air mail route, suggesting that the planes of the company ascend a little higher when they reach the town of Garrettsville.

Many a big business might learn from the way the Post Office handled this complaint that nothing is too small to merit the attention of a chief executive, especially when it is a well-founded complaint.

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It is simply impossible, as the Schoolmaster has often pointed out, to give too much attention to

promoting the uses of a product. The old familiar household articles are most apt to suffer from neglect through the failure of manufacturers to keep before their consumers suggestions for other than the very well-known and ordinary uses. An idea of much practical value in this connection has just been received from far-away Australia. The makers of Big Tree Kerosene put out a card, 5¼ by 8 inches, punched so the housekeeper can hang it up in a convenient place. It reads at the top, "Household Uses of Big Tree Kerosene," and at the bottom, "Big Tree Kerosene for Stoves, Lamps, Incubators and Brooders." The body of the card is arranged in four columns bearing these heads from left to right, "Use On," "Amount," "Method," "Results."

Under the first head, twenty-two articles are listed which kerosene may be "used on," arranged alphabetically from "Aluminum Ware" to "Wringer Rollers." The "Amount" to use is variously stated opposite the items. The "Method" of using is indicated by such directions as, "Rub with cloth," "Pour on infected surface," "Rub briskly." The fourth column, "Results," contains such information as, "Removes stains," "Kills all lice and germs," "Removes carbon, road dust and dirt," "Keeps clothes from looking yellow," and the like.

The arrangement of the columns is quite ingenious. Looking down the first column to an item in which one would be interested, the words on the same line in the parallel columns make a connected little story, like "Bath Room," "Dampen cloth," "Wipe tub and porcelain," "Removes lime deposits."

The idea, the Schoolmaster believes, could be widely applied with benefits to manufacturers and consumers alike.

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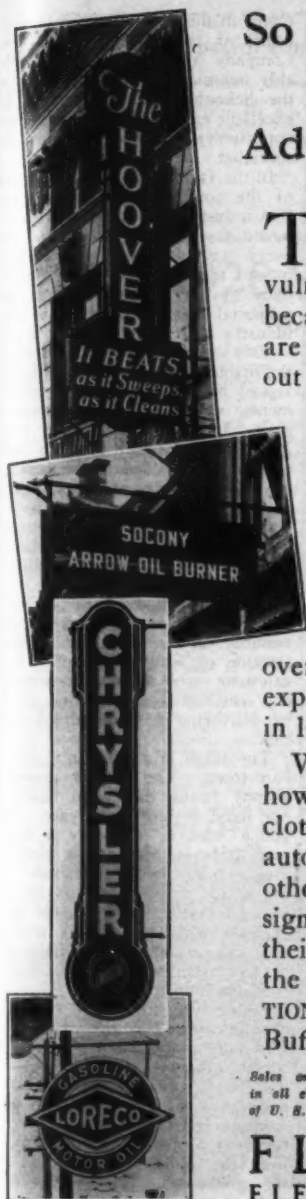
The Schoolmaster wonders how

## So Consumers Can Locate Your Advertised Goods

**T**OO many nationally advertised lines are vulnerable to substitution because their *local* outlets are not definitely pointed out to the consumer.

This desirable tie-up, between advertised merchandise and its sales, is effectively made by locating Flexlume Day and Night-electric signs over dealers' doors. Moreover, such contacts are inexpensive to employ even in large numbers.

Would you like to know how advertisers of shoes, clothing, ice cream, tires, automobiles or a hundred other lines can use electric signs to their own and their dealers' profit? Write the FLEXLUME CORPORATION, 1050 Military Road, Buffalo, N. Y.



Sales and Service  
in all chief cities  
of U. S. and Can.



Factories also at  
Detroit, Los An-  
geles, Oakland, and  
Toronto.

# FLEXLUME

## ELECTRIC DISPLAYS



# Artist

AN Art Organization has a fine proposition for the right man.

Chiefly, we are interested in the man and his work. He must be able to draw easily and quickly—to interpret a good ruff into a better finished drawing.

An artist who draws with his brain as much as his fingers.

This is not an opportunity for beginners, but rather for an artist who already enjoys a reputation. We'd like to hear from you. And attach just a couple of reproductions of your most recent work. You might tell us a bit about yourself and you might mention salary.

Address A, Box 240, Printers' Ink

## An Opportunity

for two men living in New York City to become associated with a publishing firm of fifty-five years standing:

The necessary qualifications and a statement of your ambitions will count for more in our consideration than past records.

The man we need should be over thirty years of age, dignified in appearance, have analytical sales ability and some journalistic knowledge.

His work will be to interview our patrons and present the portrait feature of a nationally known biographical cyclopedia.

Apply by letter only to:

**JOHN C. SOUTH**

**70 Fifth Ave., New York City**

many members of the Class ever heard of the Meteor Motor Car Company of Piqua, Ohio. Probably not many. That company, in the Schoolmaster's opinion, is an excellent example of the fact that opportunity always exists for the specialist.

In the face of the fact that many of the companies in the automotive industry are credited with almost superhuman ability to get every possible profit, the Schoolmaster finds that the Meteor company has been able to carve out a special market for itself in that industry with great profit to itself.

This company has specialized in the manufacture of automobiles designed to suit the special requirements of ambulances and funeral cars. It was organized in 1913. It is reported today that the company has succeeded to the position of being the largest manufacturer in that field. That record, by the way, the Schoolmaster discovers, has been made without the use of salesmen. The company sells its product by mail.

\* \* \*

The Schoolmaster was present recently at an excellent demonstration of what can happen to a salesman who hasn't been properly instructed in the fine points of delivering a standardized sales talk.

The scene is a bank in a suburban town. The cashier greets a snappy young man who bears in one hand a shiny brief case. The young man is obviously a salesman. He is, however, a pleasant young man, with a smooth, ingratiating manner and as he delivers himself of the casual generalities which frequently precede any sales talk it is obvious that he is making a favorable impression upon the cashier.

Suddenly, however, a subtle change comes over the young man. His body stiffens and a new light comes into his eyes. As he opens his brief case he unconsciously assumes a new attitude which is vaguely reminiscent of the stance taken by a small boy about to deliver the address of Spartacus to the gladiators. The young man

**Special Limited Offer!**

PI-2-28

**A. W. SHAW COMPANY**

Case, Huron and Erie Streets, Chicago

Please send me, postpaid, the *Library of Sales Management*, five volumes, buckram binding, gold stamped. Within five days after their receipt, I'll send you \$3, and \$5 a month for four months, making \$23 in all, which is \$6 less than they have ever been sold for before. Otherwise I'll return the books and end the matter.

Name ..... Position .....

Street &amp; No. .... Firm .....

City &amp; State ..... Business .....

(Canada and Foreign \$25.50 cash with order.)

—Save \$6—Mail Special Offer Coupon Now!

## ↑ Your 1928 Sales Quota— how will you make it?

**ANALYZE** the success of any outstanding sales executive. What factors lie back of his continued success? The answer is obvious. The sales manager who sells the most goods, collects the greatest commissions, the one whose salesmen make the best records, knows *how* to train salesmen, build sales policies, supervise men, back up his men by mail, and use company advertising to best advantage. Whatever you sell or make, you, too, can build sales and get better results. But you have to know *HOW*. And that is where the 5,489 tested ideas, plans and policies for building sales in the big, five-volume *Library of Sales Management* come in. You see exactly just *what* to do and *why*.

**Turn Your Order-Takers into Over-Quota Salesmen!**

**PLUNGING** right into the very heart of successful sales management this new *Library* quickly lays bare a world of tested "knacks" and "know-hows" for building sales. You are told how to train salesmen to **SELL**—how to build sales values so customers will really want to buy, adapt the canvass to different types of customers, play on instincts and arouse human traits to action. A complete Salesmanship Training Course used by outstanding sales organizations the country over to increase sales is reproduced in full.

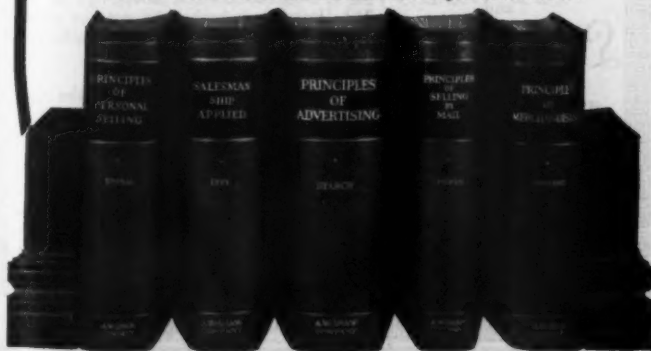
You are shown how to build up profitable marketing plans, how to map out the market, how to sell conveniences, shopping, specialty, and industrial goods, how to use advertising with positive effect on sales, determine price policies with relation to cost, demand, credit, discounts, and so on. You will be amazed at the wealth of sales management control ideas—how to select and pay salesmen, how to "control" your men and so on. Better still, you will want to read

how to conduct contests, conferences, and conventions, how to prepare sales manuals, talks and contracts. Mail helps, sales letters, circulars, booklets, prospectuses, all are made noonday clear. With these books at your elbow you don't have to experiment. Here are plans waiting to be put to work to increase sales for you.

### Save \$6— EXAMINE NOW!

**ALTHOUGH** the regular price for these 5 sales-building volumes is \$29, for a limited time only we are offering the *Library of Sales Management* for \$23. But you will have to act now. This offer is only made to those sending in the handy coupon above. Certainly in the face of today's competition and narrow profit-margins you cannot afford not to at least **EXAMINE** this remarkable sales unit. Mail the coupon today—**NOW!**

Start today to make 1928 your best sales year by mailing the convenient **FREE EXAMINATION** coupon above **NOW!**



## SPANISH TRANSLATIONS

Printing, art service—bringing up sound American merchandising and publicity ideas—developing them into the sort of Spanish that will be as effective as your English copy, yet adaptable to the Latin-American idiosyncrasy. The service I offer will pay you. You will not owe me one cent, unless MY WORK is original or better than similar work available in the United States. No retainer—you pay me after you get results. (Banking and commercial references gladly furnished.)

**MONTERO**

1615 Race St., Philadelphia, Pa.



## SURE THEY READ!

You are advertising men! You believe in advertising or else you couldn't sell it. It's the constant impressing of your message that makes people buy what your clients sell. Bring your message before the concentrated group who read this publication!

Member A. B. C.

**Kewanee Magazine**

164 W. Jackson Blvd., Chicago  
100,000 Business Executives

## Typographer and Layout Man

who possesses the ability to create fine printing, also capable of supervising the production, desires such a position with a printer who wishes to establish prestige.

"X" Box 99, Printers' Ink

begins to speak and his voice has now taken on new depths until it has become almost Heslin-esque in its sonority.

Words come. They are not the salesman's words but the words of a nicely standardized sales talk. Fine words they are, keen, logical and persuasive, but as the salesman speaks them they are delivered by an orator and not a salesman. Our snappy young man is speaking a piece and not making a sale, delivering an oration which has been carefully prepared for him and not using the gentle but firm persuasiveness which makes sales.

The cashier listens in amazement—which soon changes to well-concealed amusement. Eventually the young man finishes his prepared talk and his manner once more changes. Again he is the pleasant, ingratiating salesman who entered the bank. Despite this, he departs without an order.

It is too late in the day to question the value of the standardized sales talk if it is well presented. It is not too late in the day, however, to point out that even the best sales talk falls pretty flat if delivered in the manner used by the chairman of the local Welcome Lindbergh committee.

Many manufacturers who cling to the idea of a standardized sales talk are careful to instruct the salesmen thoroughly in the elocutionary tricks necessary to make such a sales talk convincing. The Schoolmaster wonders, though, how many of these manufacturers make systematic check-ups to determine whether or not the salesmen are delivering sales talks and not orations.

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It's an old story, but the fact that it is so old and yet is told to the Schoolmaster so often makes a repetition worth while.

A member of the Class sends a copy of a letter he received recently from one of the largest manufacturers of soap in the United States. The man's given name is Benjamin and it was written "Benjamin" on the envelope. But when he tore open the envelope and eagerly attacked the

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# 22,357—

**the largest paid  
circulation in  
the history of  
Printers' Ink**

**This reduces the rate to  
\$6.03 per page per  
thousand net-paid circu-  
lation.**

**This low rate partially  
explains the record ad-  
vertising revenue for  
1927—the largest in its  
history.**

**Net-paid circulation now 22,357**

**Advertising rate — \$135 a page**

# PRINTERS' INK

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## WANTED DIRECT MAIL MAN (part time)

A live concern near New York requires a high-grade advertising man whose specialty is direct mail. He must have a knowledge of typography, paper, art, engraving, etc. He must produce effective feminine copy, prepare direct-mail campaigns, help produce sales plans and have a knowledge of premiums.

The man preferred is one who is employed, but who has sufficient extra time to handle something else. To the right man this job offers a wonderful opportunity.

Remuneration will be equal to ability to produce results. Give full details. Address "G," Box 245, Printers' Ink.

*"The Brown Book"*

### DRUG TRADE DIRECTORY

*115,000 names of manufacturers,  
jobbers, dealers listed and rated*

**Smoke Damaged in Fire**  
(Barely noticeable)

**A Few Copies Offered**  
At Special Price, \$20 each  
originally \$85 each

Invaluable to advertisers selling to the  
Drug, Chemical and Allied Lines

At this greatly reduced  
price they will go quickly

Write to

CREDIT REFERENCE BUREAU, Inc.  
1560 Broadway, New York City



## Howell Cuts

for houseorgans  
direct mail and  
other advertising

Charles E. Howell • Fisk Building • New York



Binders for both publications are sold at cost. Weekly binders, \$1.25 apiece—Monthly binders, \$2.00.

contents of the letter he found himself addressed, "Dear Madam."

Yes, it's an old story, but when we find one of the 1928 protagonists a well-known national advertiser it becomes apparent that it is again time to sound the annual warning: Don't be careless with your mailing lists.

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Housewives, buying about all of the labor-saving devices used in the home, from self-whisking whiskbrooms to automatic toasters that do everything but cut the bread, are the common objective of the advertisements in behalf of such articles. From time to time the Schoolmaster has noticed this sort of advertising aimed squarely at the master of the house. The manner in which it is accomplished is interesting. Some of the companies doing this have such a low opinion of the average husband that they suggest their patented scrubbing-boards be purchased as gifts for deserving wives. This practice has been indicted, convicted and sentenced to oblivion a number of times in **PRINTERS' INK**.

Once in a while an advertisement for some household article makes an intelligent appeal to men. A recent advertisement of the Darlo dish washer does this in a way that is as commendable as it is logical.

Few men like to wear an apron, let alone be seen in one, so the Darlo company attracts the male eye to its message by using a picture of an aproned man drying dishes in front of a sink holding a panful of chinaware. The question, "Is this you?" under and overlined for emphasis, is placed close to the sketch. The headline reads: "You think wiping dishes is tough; washing them is worse—ask your wife." A pretty good caption, but the last three words are superfluous. A man who has gone so far as to dry dishes, has undoubtedly also washed them.

Without appealing to any false sentiment, the advertisement tells that a washer will take most of the drudgery out of cleaning dishes, and the duties of both husband and wife easier and more

pleasant. The realization of what almost continuous dish-washing means to women is brought home by the following: "The never-ending round of dish-washing with hands soaking in greasy, soapy dish water three times a day, is by far woman's most monotonous and disagreeable job."

While on this subject the Schoolmaster realizes that he cannot recall seeing any vacuum cleaner, floor-polishing machine, or similar advertising directed to men. Yet it is his opinion that there are many families where the men, in order to save their wives as much work as possible, use these appliances even more than their wives. Another instance is that of typewriter companies which invariably feature girls in their advertising, in spite of the fact that there are thousands of male secretaries and stenographers. Why shouldn't some attention be given to men in advertising the above mentioned products and other similar lines, of which women have become the traditional users, but are not so in fact?

### New Products Prefer Blonds

THE WM. MEYER CO.  
CHICAGO, FEB. 18, 1928

Dear Schoolmaster:

Your article in the February 16 issue as to whether the Scandinavians are more talkative or not, can be definitely answered by saying that they are not more talkative, but being blond, they are more distributive. Their thoughts are generalistic, they think more rapidly than the brunette races located farther south toward the torrid zone. They are always interested in new thoughts, new products, interchange of ideas.

The States of Minnesota, Wisconsin and North and South Dakota, are a great sales field for new products, because their largely Scandinavian population is always interested.

WM. MEYERS,  
President.

George M. Davison, Jr., has joined the staff of Higgins & Low, Inc., New York, commercial art. He was formerly with Morgan & Bierwirth, Inc., at that city.

## Art Director

We are looking for an Art Director who has a thorough knowledge of art, visualization and typography, and is capable of producing acceptable comprehensives. He must be of good character and able to get along with an organization. The opportunity we have to offer is worthy of the consideration of a good man and offers a chance for future development. Only major experience will be considered.

Address "B," Box 241  
Printers' Ink

## Golfdom Goes Only to Golf Club Executives

It is the business journal of Golf—14,000 controlled circulation among the 5,000 clubs where golf is played.  
236 N. Clark St., Chicago

## CLASSIFIED ADVERTISERS! MAIL ORDER ADVERTISERS! TRADE JOURNAL ADVERTISERS

Send for FREE copy of our NEW 1928 "Advertisers Rate and Data Guide." 36 page directory contains display and classified rates of best producing magazines and newspapers. Write today for your copy of the Guide.

E. H. BROWN ADVERTISING AGENCY  
Dept. N 140 S. Dearborn St., Chicago, Ill.

## Publisher's Representative or Advertising Solicitor Wanted

Long established Directory of one of the leading fields has decided to open its pages to advertising. Publisher's representative or experienced Space Salesman wanted to take complete charge of advertising. Must have successful record. This is lucrative, fertile field. Give complete experience to date, publications handled, location preferred, age, religion, education. Confidence respected.

Address "E," Box 244, Printers' Ink

## WANTED—A JOB

as Art Director of publication, agency or store. Ten years' varied experience in newspaper, trade and magazine advertising. Address "D," Box 243, Printers' Ink.

## "GIBBONS knows CANADA"

J. J. GIBBONS Limited, Advertising Agents

TORONTO

HAMILTON

MONTREAL

LONDON, ENG.

WINNIPEG

## Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75  
First Forms Close Friday Noon; Final Closing Saturday

### BUSINESS OPPORTUNITIES

Trade Publication wants representative to cover Ohio. Someone who is now handling several publications, and can take on an additional one of a non-conflicting nature. Address Box 836, Printers' Ink.

### FOR SALE

Part or entire interest in national magazine; exceptional opportunity. Box 844, Printers' Ink.

**WANTED**—Used or rebuilt over cut press cutter; 36"-48" wide. Will consider other types. Mail replies to Box 835, Printers' Ink.

**WANTED** for IOWA representation, one or two lines. Equipment or Supplies, or Service, to be resold or used in Stores, Offices, Schools, Public Buildings, Factories, or Industrial Plants. High-class experience. References: Dun or Bradstreet. Handle on straight commission basis. DODDS, Cedar Rapids, Iowa.

We offer a controlling interest in sale of tried and tested patented necessity, selling now in scientific, industrial and domestic fields. Man or men with a little money to put on and direct national sales campaign should see a half-million dollars gross sales in eighteen months. Further particulars, Box 823, P. I.

### HELP WANTED

**Technical Writer**—Young technical graduate wanted with one or two years' experience in writing for engineering or trade magazines. New York City. American, Christian. Box 834, Printers' Ink.

### SALESMEN—Photo-Engraving

Men controlling substantial business. Salary and commission. Knapp Engraving Co., Inc., 141 East 25th St., New York.

**An Opportunity** of excellent merit is open to experienced advertising men, especially those who have sold syndicate or specialty advertising. This opportunity affords permanency with an established agency with unusual earnings under most liberal commission agreement. Replies held in strictest confidence and should cover full qualifications. Box 822, P. I.

**Lithograph Artist** with commercial experience, for Crayon and Ben Day work on zinc plates.

**Water Color Sketch Artist** for figure work and lettering. Experience in poster work and original designing.

Pleasant working conditions. No labor troubles. Write The John Iglestroem Company, Massillon, Ohio.

**Salesman for New England** wanted by National Magazine. Must have good connections and record of sales. Man with national magazine experience preferred. Write age, experience and accomplishments in first letter. Box 833, P. I.

**Advertising Salesmen** to sell United Cigar Store advertising space to local merchants on commission basis, full time. Call before 10 A.M. or write for appointment. Stores Advertising Co., Graybar Bldg., 420 Lexington Ave.; Room 602.

### PRINTING SALESMAN

An opportunity for a successful printing salesman to make lucrative connections with a high class progressive printing establishment, operating day and night. Quality production. All replies will be held strictly confidential. Box 820, P. I.

**Wanted**—Assistant Promotion Manager. National Magazine wants an alert, ambitious young man who has had some experience in magazine promotion. While salary is small, the opportunity for rapid advancement is great. Write complete outline of experience and accomplishments. Box 832, Printers' Ink.

**Salesman to Sell Ad Compositions** A lucrative proposition with progressive concern is available to man who can sell composition to agencies. Well-equipped composing room with all modern facilities. High quality work guaranteed under personal supervision of real craftsman. Only those who have made good may apply. All replies will be held strictly confidential. Box 819, Printers' Ink.

### Artist-Correspondent

Rapidly growing mail-order concern selling the best rupture appliance ever built needs an artist in the organization. We want a young man who can rough layouts or finish work. But he must be willing to write letters while not engaged in Art Work. Good place for intelligent fellow who has stability, energy and desire to work. State age, racial extraction, salary required and give brief of record. Confidential. John G. Homan, Box 350, Steubenville, Ohio.

### WE REQUIRE THE SERVICES OF AN ADVERTISING EXECUTIVE

An old established cigarette manufacturing concern is seeking the services of an advertising expert qualified to advise in the reorganization of its Advertising Department (market studies, planning of campaigns, direction of art work, etc.). He must be a man able to discuss all phases of advertising, backing his decisions with knowledge gained through personal experience. All facilities will be placed at his command. Work to be done in a South American city with California weather the year 'round. Send brief sketch of your career and state money considerations. All information in strict confidence. Address: Hidalgo, care of Mecke & Co., 7 Hanover St., New York City.



**TYPE LAYOUT MAN**—Large advertising agency needs an assistant in typographic layout work. Position requires a knowledge of type faces; ability to choose the proper face in which to express and emphasize the subject matter of the advertisement; and taste in the arrangement of the type on the layout. Experience is absolutely necessary. Box 846, P. I.

**Promotion and Copy Writer** wanted by leading newspaper in Southwestern city. Prefer young man with 3 or more years' agency or newspaper experience. Must be creative and able to execute copy and rough layouts under pressure. Unusual opportunity with rapidly growing organization in growing city.

Sell yourself in first letter, and send only a few samples of work. Box 828, P. I.

### MISCELLANEOUS

**FOR SALE**—Two Dispatch conveyors. Recently overhauled and in good serviceable condition. For sale by reason of new press and conveyor installation. Business Manager, Syracuse Herald, Syracuse, N. Y.

### SAVE MONEY

on your printing. Get our prices on any size job or any color before you order elsewhere. Answer this advertisement and get FREE a memorandum book with your name on it. The C. W. Knowles Co., 804 Sycamore St., Cincinnati, O.

**MAIL-ORDER MEN AND MANUFACTURERS.** Use money bringing advertising verse to advertise your goods or product. I am an expert at writing it. Terms reasonable. Send stamp for particulars and samples of my work Address Frank H. Gibson, 1839 Cabot Street, Philadelphia, Pa.

### POSITIONS WANTED

**College Man**—age 26—2 years' practical experience dealer and consumer contact work with large National Advertiser. Research or Production work in 4A agency desired. Box 827, Printers' Ink.

**Young Man**—21, experienced in layouts, copy, and complete production details for all types of media through agencies and advertising departments. Sensible salary. Available now. Box 821, Printers' Ink.

### ARTIST

Excellent letterer designer all around thorough knowledge of lithography wishes position as assistant art director with litho establishment of reputation. Box 840, P. I.

### YOUTH

### EXPERIENCE

### BACKGROUND

And I want to write copy—compelling copy. Box 839, Printers' Ink.

### EDITOR

Editor and Art Director of national class periodical desires similar connection. Box 843, Printers' Ink.

### "FEET-ON-THE-GROUND"

### COPY MAN

Sales power-dramatic style: my copy has them. I have a good job. I want a better one. Look at my proofs. You'll want me. Box 838, Printers' Ink.

**SALES PROMOTION SPECIALIST**—14 years' selling and advertising experience qualifies me to create a new sales promotion department or revitalize an old one. Half or full time. Box 841, P. I.

### ADVERTISING SALESMAN

with office in New York City would like to represent one or more magazines in the East on commission basis. Box 818, Printers' Ink.

**A YOUNG MAN** with a keen leaning toward the advertising business and whose father is a publisher is desirous of making a connection where he can learn the business; salary is no object. Box 829, Printers' Ink.

**Production Manager** with 20 years' practical experience supervising the execution of all forms of Art work and reproduction. Successful record for the last 5 years in present service. Desires change to new position in same capacity. Box 825, P. I.

### ASSISTANT ADVERTISING MANAGER

College graduate. Age 26. Single. Experienced in all phases of advertising as assistant to advertising manager of large corporation. Capable of handling department. Finest references. Box 831, P. I.

**Sales Promotion**—A hard worker who will produce results for manufacturer, agency, or publisher, over seven years of selling market research, advertising and salesmanagement with leading concerns. Engr. grad., 32, N. Y. or vicinity preferred. Box 845, Printers' Ink.

**Production or Advertising Manager's Assistant**—University training coupled with practical experience. Thorough knowledge of advertising procedure. Understands art work, typography, cuts, especially printing. Accustomed to buying wisely. Experienced in contacts with clients. An opportunity for a future is the only consideration. Box 824, P. I.

**Young Executive**, 28, possessing eight years' technical experience in the production of commercial printing and lithography, sales work and department manager; also two years' experience in direct-mail marketing research and list work; seeks position offering possibilities to one capable and willing to adapt himself. Box 826, Printers' Ink.

**Have You a Work-Full Job to Offer?** I know of no Collection, Credit, Advertising or House-Organ Departments in any business that can frighten me. In the times now facing business combination service is necessary. I offer it. University graduate, traveled, married, healthy, ten years' experience, and a wide knowledge of Commercial Law. Corporation employing me is my reference. Box 830, P. I.

## Advertising Solicitor

### UNUSUAL MAN AVAILABLE

He doesn't promise but signs contracts. A plugger, yet with enough experience to eliminate lost motion. Last connection 6 years (N. Y. C.). Married. Age 30. Box 837, P. I.

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Suppose you sell  
one out of ten—

If—

*you work on 10 you sell 1*

*you work on 20 you sell 2*

*you work on 30 you sell 3*

Whatever your average, you can win  
by more action.

## Simple as A B C

When men understand they respond. Results show in their work.

Lighted pictures of the right kind make them see your ideas—simply, clearly and pointedly.

Twelve years of experience has highly developed the skill of this organization in making lighted pictures for sales education and instruction.

Let us show you how successful companies are using a proven sales training method that costs remarkably little and is reinforced by national field service.

Every picture we have ever made has helped accomplish the buyer's purpose.

## Jam Handy Picture Service

Newspapers' Film Corp'n

6227 Broadway, Chicago

Still and Motion Pictures—Animated Drawings—Screens—Slides  
New York, 420 Lexington Avenue—Dayton, 887 Reibold Bldg.—  
Detroit, General Motors Building—Regional Sales and  
Service at Principal Points Throughout the United States

# 4. *In Rotogravure Advertising*

## THE TRIBUNE IS SUPREME IN AMERICA!

**D**URING 1927 The Chicago Tribune took the lead over all American newspapers in rotogravure lineage. For years The Tribune's supremacy in national roto advertising has been unquestioned. Last year for the first time city and suburban circulation was made available to Tribune local advertisers in the roto section. In spite of the fact that local rotogravure advertising has been carried less than a full year, The Tribune's local and national rotogravure lineage combined now lead all other newspapers!

The following American newspapers carried over a half a million lines in 1927:\*

1927 Lineage	
Chicago Tribune.....	848,132
New York Times.....	814,955
Boston Herald.....	750,420
Los Angeles Times.....	607,152
New York Herald Tribune....	547,906

\* Figures from Gravure Service Corporation

The Tribune's lead in national roto lineage over the next American newspaper last year was 51%. In Chicago The Tribune led the second Chicago newspaper by 525%!

# Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

January circulation 793,352 daily; 1,175,240 Sunday